EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NEW YORK

8
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FREE

BEAUTY & HEALTH: JAPANESE WAYS

From traditional to advanced approaches

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JAPAN

The modern Japan takes the best of both old and new. Japanese culture is influenced by centuries of tradition, but has been updated and modernized for the 21st century. While the advances the rest of the world has welcomed from this beautiful country, Japan still cherishes centuries-old customs and traditions. It stands as a model for bringing history, alive and vibrant, into the 21st century.

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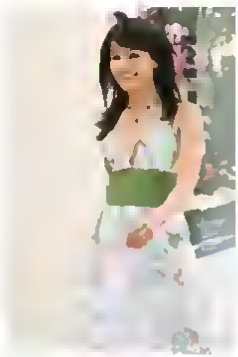
ON THE COVER



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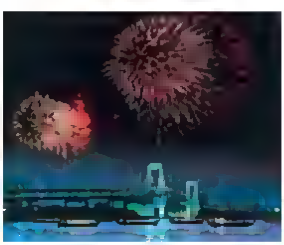

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I WAS THRILLED TO BE CAST IN THIS ROLE, ESPECIALLY SINCE THEY WERE LOOKING FOR AN ACTOR OF ANY ETHNICITY TO PORTRAY THIS STRONG CHARACTER.

— **ERIKO TAMURA**

ERIKO TAMURA *Actress singer A native of Japan, she lived in Germany in her childhood from 8 to 13 years of age She began her career as a teen-idol in Japan and appeared in over 20 films such as Hana no furu gogo Waga aishita Ultraseven, and Hideyoshi and television series including Legendary Idol Eriko (51 episode cartoon series) After moving to the United States she has focused on roles in film and TV based in LA In 2007, she co-starred in NBC's popular TV series Heroes. She will appear in the live action movie Dragonball, which is planned to be released in 2009*

She was only 14 when she started in show business in Japan, and quickly became one of the top stars. Sharing almost the same STARmeter rank as her fellow Japanese actor and Oscar nominee, Ken Watanabe, Eriko Tamura is a star on the rise in the U.S. She shares her experiences in Hollywood with Chopsticks New York.*

You have a successful career in Japanese entertainment and are now expanding your career into the US. Have you experienced any differences between the two?

Yes, there are many differences. I don't even know where to start! I have been very fortunate to work in television series and movies nonstop since I first started out in the entertainment industry. I also toured and sang in concerts all over Japan. Yes I did it all! In Japan, you're expected to conquer everything. Here in the U.S., you have the luxury of focusing on one thing at a time, (which I think is great). This really gives me the power to focus on my acting and be able to control where I want to go.

Is there any other particular difference you could share with us?

Oh, here's another thing that's different! I just came back from filming in Durango, Mexico. (Eriko was filming a 20th Century Fox movie called "Dragonball" for three months) I was surprised to see everyone brought their girlfriend or boyfriend to the set. That would never happen where I come from! If it did, you can be sure to find yourself in the gossip headlines the very next day. In Japan, work is strictly work. Also, actors in Japan bring 2-3 people (managers) with them to the set whereas actors in the U.S. would normally go to work by themselves, which is how I like it! In Japan, it doesn't matter if you're well known or not, what matters is the agency you belong to. It's a power play between the agencies.

that compete with each other I know it may sound funny, but that's how it is in the Japanese entertainment industry I can't imagine bringing a guest in Japan, so even after learning that's common here I still didn't have the guts to bring a guest to the set, until the very end of shooting!

What is it like working in Hollywood for you?

It's been great I enjoy working in American films Though I must say it is tough, and competition is extremely high In America, you have to be focused all the time, and if you're not, you can lose it in an instant It really makes me challenge myself as an actor to always push my limits and strive to do better

I met some wonderful people while filming Dragonball To be able to work with people like Jim, Tim, Rod and my co-stars was a reward for me. When you genuinely like the people you're working with, it becomes about more than making a movie and becomes a lifetime experience I feel very lucky to be a part of Dragonball

It was a turning point for you in the US when you played the role of Princess Yaeko in the Hit TV series Heroes on NBC.

Thank you Yes, I was very happy when I heard the good news Heroes opened a lot of doors for me. I'm a fan of the show and was excited to become a part of it. At first I was a little nervous being the new person on the show, but soon felt welcomed and comfortable I appreciate the producers and the writers for taking me under their wings Masi Oka, who plays Hiro, as well as David Anders, who plays Kensei, were really great to work with On a TV series, the cast and crew spend so much time together that you become a family making the experience so much fun! I had such a wonderful time working on the show

Oh, Kensei is sort of a bad guy in Heroes!!!

In reality, David is such a caring person, and a great actor.

Have you struggled with being typecast in typical Japanese roles?

I must say I've been very lucky For example in Heroes, although Princess Yaeko is a woman from a different era, they were looking for someone who could bring strength to the character I think the writers believed that even in that particular period in Japan, there must have been a woman like that, and I agree Historically Japanese woman have the image of "walking three steps behind the man" Yaeko is a modern, "Americanized" woman who believes in herself.

I was able to relate to her I myself had to be strong when I came to the U.S., not knowing anyone here and starting over from zero Yaeko may not be what you would think of as a "typical" Japanese woman, which made it even more interesting to me

The writers are unbelievably talented! I couldn't wait to read the scripts, and once I started, I couldn't stop. The whole experience working on HEROES was great It was rewarding as an actor to play a character from such a well-written script, and I got sucked into the story

How was it with Dragonball?

In Dragonball, I was thrilled to be cast in this role, especially since they were looking for an actor of any ethnicity to portray this strong character This was my first studio film in the U.S. and I played a villain for the first time in my career! Mai, the character I play, is a killer I also got to do a lot of wire action scenes. That was so much fun! Filming Dragonball definitely brought new challenges and I loved it. Look out for Dragonball coming out next year, and please go see it

—Interview by *Noriko Komura*

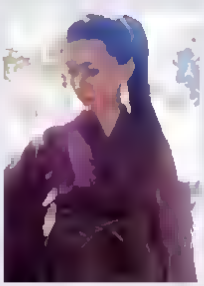
*STARmeter: Popularity rankings based on the searches of millions of IMDb (Internet Movie Database) users Updated weekly, it provides a snapshot of who is popular

HEROES (NBC)

Heroes is the highest rated TV series of NBC in 2006-2007 It depicts ordinary people who discover their super power and use their power to save the world In the second season of Heroes, Enko Tamura played Princess Yaeko. The TV series just started to air in Japan this past April

DRAGONBALL (20TH CENTURY FOX)

Dragonball is a live action movie based on Japanese popular manga and anime, which is planned to be released in 2009 Goku, a powerful warrior protects the Earth from an endless stream of rogues bent on dominating the universe and controlling the mystical objects, Dragonballs Enko Tamura will play one of the leading roles, Mai Cast also includes Justin Chatwin James Marsters, Emmy Rossum, Jamie Chung and Chow Yun-Fat.

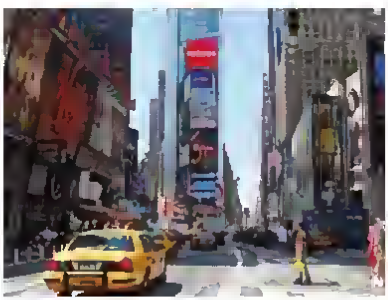


Product

Toshiba Stands Tall in Times Square with New High-Def Signboard

This year's New Year's Eve countdown in Times Square is about to get a little more exciting thanks to a new signboard. One of Japan's leading electronics manufacturers, **Toshiba**, has introduced a new high definition LED (light-emitting diode) billboard in the heart of New York City. The new 880 inch state-of-the-art signboard, known as Toshiba Vision Times Square, combines what had been two screens into one and its resolution is made up of almost 1.6 million LED lamps. However, due to the LED's low electric consumption and high luminance, it uses as much as 30% less energy than their previous model.

At that time, Toshiba signed a 10-year lease to place a billboard bearing its company name on top of the One Times Square Building to replace the Discover credit card megasign that had been there for a decade. The famous countdown is an event loved not only by New Yorkers, but by the 1 billion people worldwide who tune into it on television. With its signboard's prime location, Toshiba sought to target this audience as well as the over 50 million tourists and business people who visit Times Square annually. Toshiba makes full use of the versatility of the LEDs via visual displays throughout the year that share the appeal of its products, as well as sends out messages to mark seasonal events. Thanks to the new signboard's high definition, it will produce an even sharper picture for all to enjoy, particularly during this year's much anticipated countdown.



Product

Zojirushi's Gourmet Roaster Simplifies Healthy Cooking

Now that we have entered the summer, along with the heat comes barbeque season. In a typical New York City apartment it is hard to find space to put a grill, but Japanese household appliance maker **Zojirushi** has updated its Gourmet Roaster to allow you to cook to your heart's content despite limited space. This convenient countertop appliance makes the task of roasting meat and fish at home a snap.

As America currently battles an obesity epidemic, products like the Gourmet Roaster which facilitate healthy eating are increasingly necessary for the country's diet. The American Heart Association's recommendation of consuming foods which are high in omega-3 fatty acids, such as fish oil, twice a week can be satisfied via this countertop appliance. It provides an alternative to stovetop or oven cooking and in particular makes preparation of fish a less burdensome task. Fish, as well as steaks, chops or chicken, can be roasted simply by placing the meat on the stainless steel rack and turning on the unit. The heating elements on the top and bottom eliminate the need to flip food during roasting, and the extra wide rack can accommodate large fish and meats up to 13 inches wide. In addition, the rack directs excess oil and fat away from food for cleaner roasting.

The Gourmet Roaster is not only versatile but extremely powerful. Boasting 1300 watts of power, it ensures quick cooking which allows you to prepare a meal on the spot. In particular, a feature that users will be grateful for is the unit's catalytic filter which minimizes odor and smoke. You won't offend neighbors with a fishy smell and your smoke detector will remain silent, both ways to keep relationships harmonious despite the coziness of city living. So why not try the Gourmet Roaster for yourself, which can be found at your local store for $165.

www.zojirushi.com
TEL. 1-800-733-6270

From Japan

Even Japan's Vegetables are Cute: The Tomatoberry™ Trend

The latest rage for Japanese people of all ages is Tomatoberry™. It has been around since 2006 but has only recently gained acclaim. It received a third place Fruit Logistica Innovation Award this year in Germany and has been extensively covered in the Japanese media. This fruit is 3 cm in diameter, making it the perfect size to pop in your mouth. Additionally, it is shaped like a heart, making it a perfect fit for Japan's kawaii (cute) culture.

The Tomatoberry is different from traditional mini tomatoes in that its extreme sweetness balances out its acidity, making it a delicious snack for even those who don't like tomatoes. In fact, it is said to have more of the powerful antioxidant lycopene, as well as vitamin C, than regular tomatoes. Besides these health benefits, the tomatoberry is special in that through selective breeding a household version has been developed.

Actual cultivation of the Tomatoberry is limited to farmers, but the newly bred variety of seedlings makes it possible for them to be grown at home via Tomatoberry Garden.* This product, consisting of a 9 cm pot along with grafted seedlings, is as little as 399 yen (less than $4) either online or at selected department stores. As they require minimal fertilizer and space, Tomatoberry Gardens have been spreading like wildfires. With only a few months from planting until the tomatoes are ready to harvest, expect an explosion of these cute fruit in bento boxes all over Japan this summer!

Tomatoberry

Info: Tokita Seed Co., Ltd.
www.tomatoberry.jp
tokita@tokitaseed.co.jp

*Seeds and saplings of Tomatoberry can be purchased through Johnny's Selected Seeds (http://johnnyseeds.com) in the U.S.

Book

An Asian Quest with Appeal for All

A hugely popular epic martial arts fantasy series for children that has sold more than half a million copies in its native Japan and has been made into an anime has finally landed on American shores. The first book to be translated into English is **Moribito: Guardian of the Spirit**, and it features a 30-year old heroine who serves as a bodyguard for a young prince whose life is in danger. Together they must unravel the mystery of the water spirit that inhabits him, and if he fails to return it to its home in a distant sea a drought could ravage the land. This task is complicated by the fact that they are being pursued by two deadly enemies, the prince's own father and a monster.

The Moribito series which currently contains 10 books, is written by Nahoko Uehashi, an associate university professor who holds a PhD in cultural anthropology and focus on Australian's indigenous people. Translator Cathy Hirano previously received the American Library Association's Batchelder Award, given to the most outstanding book originally published in a foreign country and subsequently published in the United States in English.

This captivating adventure is sure to win over Western readers with its absorbing story as much as it has enthralled those in Japan. According to Uehashi, she strives to create stories that can be enjoyed by those of any age, and she receives fan mail from readers in elementary school and those as old as 84. Why not check out the universal appeal of Moribito for yourself?

Moribito: Guardian of the Spirit
By Nahoko Uehashi
Translated by Cathy Hirano
Illustrations by Yuko Shimizu
Arthur A. Levine Books / Scholastic

☑ ODAIBA (お台場)

Offering Insight into Tokyo's Development

For most visitors to Tokyo, Odaiba is likely to be one of the places that finds itself on their itineraries. This artificial island in Tokyo Bay boasts many attractions that are appealing to locals and tourists alike. For example there is Oedo Onsen Monogatari, a hot springs theme park where you can soak to your heart's content for the whole day. Also there is the Odaiba ferris wheel, one of the biggest in the world with a diameter of 100 meters and a height of 115 meters. This ferris wheel prominently features in television dramas and movies, and contributes to the fact that Odaiba is a date hot spot. A ride on it allows you to see all of Tokyo Bay including the magnificent Rainbow Bridge, regarded as the symbol of this body of water. Overlooking the bridge is a replica of the Statue of Liberty, revealing Odaiba's significance as a refuge (of shopping?) for Tokyo's tired and huddled masses. Finally, the Tokyo Marathon inaugurated two years ago finishes right in Odaiba at Big Sight (a.k.a. the Tokyo International Exhibition Center), one of the largest venues in the city famous for hosting an annual manga convention.

Certainly Odaiba's identity as a modern entertainment area is well-known, but people tend to be less familiar with its history, which also reflects Tokyo's development as a city. Odaiba was initially built for defensive purposes in the 1800s, dramatically expanded during the late 20th century as a seaport district and has developed since the 1990s as a major commercial, residential and leisure area. The name "Odaiba" comes from a series of six island fortresses constructed in 1853 by the Tokugawa shogunate in order to protect Edo from attack by sea, the primary threat being Commodore Matthew Perry's Black Ships which had arrived in the same year.

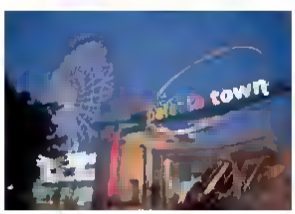
Daiba in Japanese refers to the cannon batteries placed on the islands. From the originally planned 11 batteries, only five were ever finished. The modern island of Odaiba began to take shape when the Port of Tokyo opened in 1941. Until the mid 1960s all except two batteries were either removed for unhindered passage of ships or incorporated into the Shinagawa port facilities and Tennozu Island. In 1979, the then-called landfill #13 was finished, directly connecting with the old "No. 3 Battery". The "No. 6 Battery" was left to nature, and landing there is prohibited.

The fact is that Odaiba was built on reclaimed land at the new Tokyo waterfront subcenter. This is indicative of a greater pattern in regard to city planning. In many areas where water had once existed, new land was created for the purpose of Tokyo's development. It is said that 20% of the land in the Tokyo Bay area, or 249 square kilometers, has been reclaimed. There were many reasons for the practice of reclaiming land. During the Edo Period (1603-1867) when Tokugawa Ieyasu ruled and Tokyo (then known as Edo) served as the capital, this area was swampland and land creation was necessary for strategic reasons. Also, the need for reclaimed land arose from the lack of sufficient garbage disposal areas.

More recent motivations were the building of the domestic Haneda Airport. In addition, when the idea for Tokyo Disneyland (technically located in Chiba Prefecture) was built in 1983, the requirement of a huge expanse of flatland presented a problem for which reclaimed land was as an effective solution.

It is hard to envision it when thinking in terms of the current park, but in this way Tokyo's date mecca was thereby created from scratch. So the next time you find yourself in Tokyo, look down and try to picture what was once below your feet. Chances are it wasn't always solid land!

—Reported by *Stacy Smith*



Beauty and Health
Japanese Ways

TRADITIONAL JAPANESE BEAUTY AND HEALTH METHODS

Even before modern technology enabled them to develop better beauty and health products and methods, Japanese people customarily employed unique natural remedies.
We'll reveal a sampling of these traditional Japanese beauty and health secrets.

FEATURED BEAUTY SALONS AND SPAS

SALON VIJIN, IDO CENTER, KSS BEAUTY, OHASHI INSTITUTE, SHIZUKA NEW YORK,
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ASK THE BEAUTY GURU

SHIGE KOSUDA OF SHIGE KOSUDA SALON

LISTINGS

BEAUTY / HEALTH

TRADITIONAL JAPANESE BEAUTY AND HEALTH METHODS

"Why do Japanese people look younger than they really are?" This question occurs to almost everyone. Japan also boasts one of the highest life expectancies in the world. Japanese are certainly beauty- and health-conscious people. We'll explore why as well as get a glimpse of the secret Japanese world of beauty and health

SECRET WEAPON FOR SKINCARE

Even before modern technology enabled them to develop better beauty and health products and methods, Japanese people customarily employed unique natural remedies. Although some are outdated, some of these remedies are still practiced. We at Chopsticks NY will reveal a sampling of these traditional Japanese beauty and health secrets.

✣UGUISU NO FUN
(Japanese Bush Warbler's Droppings)

You might wrinkle your nose if you heard that Japanese people wash their faces with this natural product (this is probably the weirdest product applied in Japan to obtain beautiful skin). Before soap was introduced in Japan, this was the special beauty product used by women to keep their faces clean and moisturized. Since the bush warbler's droppings contain a fair amount of enzymes, the product is very effective in whitening and controlling skin tone. As you might guess from this in the face powder of geisha, Japanese beauty culture has traditionally thought of white skin as the ideal. The end product takes a powdered form and is obtained by drying the droppings. These days, this skin-cleansing method is not commonly used, but an advanced version of product that employs the bird dropping concept is still sold. In New York, Shizuka Beauty Salon offers treatment by this method.

✣AZUKI (Red Bean) POWDER

Azuki (red beans) may remind you of Japanese sweets such as oshiruko, zenzai, and azuki ice cream. But red beans were commonly used as an ingredient in beauty products as well. Red bean powder was one of the main products used for washing the face and body before soap was introduced. It's a natural scrub that not only removes old keratin and even dirt from pores but also promotes blood circulation. Since red beans contain "saponin," which has a soothing effect, red bean powder is perfect for washing one's face without damaging the skin's surface. Because of this saponin effect, people used to make packs of red bean powder mixed with grated daikon radish to reduce irritation and swelling. Some people who love natural remedies still make red bean powder by themselves for their everyday beauty treatments.

✣KOMENUKA (Rice Bran)

Rice bran is a byproduct when rice is milled. It contains an abundance of protein and fat. You can put rice bran into a small cotton bag, let it soak in water, and then gently massage your skin with it. Rice bran's vitamins B1 and B2 whiten skin, and vitamin E reduces signs of aging. Since it has a good amount of oil, rice bran has a moisturizing effect as well. People have used rice bran dissolved in water to wash their hair and make it shiny. Besides using rice bran for beauty purposes, Japanese people also clean their floors with bags of rice bran as well as pickle vegetables in fermented rice bran paste.

✣KOME NO TOGIJIRU
(Water Left After Washing [illegible])

Like rice bran, the whitish water left after washing rice contains oil, vitamins B1 and B2, and protein. Before artificial polishing products were invented, Japanese people used kome no togijiru to mop their floors. Likewise, it is believed to be good for washing one's face. With its natural fat and vitamins B1 and B2, it washes off dirt and keeps skin moisturized and white.

✣AKU (Lye)

Alkaline lye is known for its cleansing effect in western countries. It's the same in Japan. Naturally obtained lye was used to wash one's face and hair as well as laundry.

✣HECHIMA (Loofah)

In the western world, hechima is used as a bath or kitchen sponge, but in Japan it's more commonly used in a beauty lotion. Hechima juice obtained from cutting the hechima vine is abundant in vitamin C, protein, pectin, saponin, and other enzymes, and for this reason it has served as a soothing, moisturizing, and whitening lotion. In addition to its beauty uses, hechima juice has been taken as medicine as well. It is believed that hechima juice can suppress coughs and reduce swelling and also has a diuretic function. It's also helpful for soothing a sunburn.

✣YOMOGI (Artemisia)

Yomogi is widely grown in Japan, and Japanese cook it in tempura and ohitashi and drink it as yomogi tea. The health and beauty benefits of yomogi are tremendous. It improves eczema since it has a disinfectant and anti-allergic function. It also calms irritation caused by burns and sunburns. From a nutritional point of view, yomogi contains more iron than beef liver and more vitamin A than spinach, and it's super rich in chlorophyll (which is known to eliminate bad breath and overall body odor when taken internally). It also has antioxidant, anti-inflammatory, and anti-microbial effects and is used for detoxifying in Japan.

✣SILK AND SILKWORMS' COCOONS

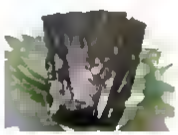
Silk towels are considered better than cotton towels for getting smooth skin, and they have been used by Japanese women for a long time. Since silk has a protein formation similar to that of human skin and silk fibers have a unique cross section, a towel made of silk is believed to be effective in removing keratin and excessive oil and reviving the skin. For the same reason, silkworms' cocoons can be used to soften heels. Some Japanese grocery stores carry silk towels.

HAIRCARE FROM THE INSIDE AND OUTSIDE

Black, shiny hair is a symbol of traditional Japanese beauty. Advanced-formula hair products today enable Japanese women to maintain beautiful hair easily. But even before this modern technology was developed, Japanese took great care of their hair by using two natural haircare agents that are still widely used today.

✣KOMBU (Kelp)

Eating kombu is commonly believed to help hair grow and be healthy. With an abundance of amino acids, minerals, iodine, and chondroitin, kombu is thought to contribute to shiny and strong hair. Recent research, however, suggests a well-balanced diet is better than eating excessive amounts of kombu.



✣CAMELLIA OIL

Japanese people have traditionally applied camellia oil as a natural hair cream and scalp massage oil to maintain beautiful black hair. The components of camellia oil moisturize, soften, and protect hair and help make it shine. Camellia oil exceeds olive oil in its content of oleic acid and can help the human body protect itself from the stimulation and destruction caused by ultraviolet radiation. It has a good disinfecting and germicidal effect as well. Haircare and skincare products formulated with camellia oil are still produced and are popular among Japanese people.

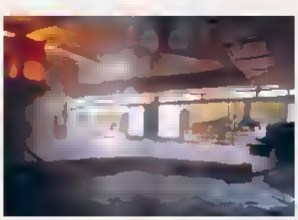
Two Key Factors Contributing to Japanese Health

ISHOKUDOUGEN

Directly translated as "medicine and food share the same origin," it is the concept that a well balanced diet can prevent illness and even cure it. Originally from China, it has been adjusted for the Japanese way of life. People may or may not be aware of it, but the idea underlies the creation of every meal and largely contributes to Japanese health.

ONSEN (Hot Springs)

Geologically, the Japanese archipelago stands on volcanic ground. Accordingly it provides many onsen that offer both health and beauty benefits. These benefits vary depending on the quality, components, and temperature of the spring water. Some onsen have strong therapeutic effects while others are just relaxing. Also bathing in bathtubs at home every day allows Japanese people to ease daily fatigue and avoid illness.



© Japan Ryokan Association

NEGATIVE ION-BASED HAIR SALON TAKES YOU TO ABSOLUTE BLISS

Salon Vijin

Anti aging and rejuvenation have been the two major issues for the beauty and health conscious for a very long time. In Japan it is well known that "negative ions" help promote youth and vitality by removing oxygen from cells and stopping the oxidation that results in aging. **Salon Vijin** a 22-year-old Japanese hair salon in the concourse level of Rockefeller Center embraced this concept a few years ago and reinvented the salon entirely based on the negative ion concept. the hair products professional tools, water, and air purifier are all ionized in this salon.

"What is revolutionary about negative ions is that they reactivate what you have." says *Mr. Minoru Minamida* Salon Vijin's owner and a renowned hair stylist. He realized its power when he drank negative ion water to treat a health problem. Amazed by this simple but effective solution he decided to take this negative ion concept into his salon. Hairstyling requires a lot of chemical products to get the best results. Coloring perms, and straightening are not procedures that are very kind to your hair. Negative ions however magically protect your hair from damage and even make the procedures more effective. For example, *Mr. Minamida* developed "Ion Esthetic Japanese Super Straightening" by using negative ion products and water. This enables him to straighten your hair without damaging it.

Relaxation is one of the important aspects of the hair salon experience. Salon Vijin provides various healing services such as massages and complimentary ionized drinks and creates a comforting environment with purified air and soothing waterfall sounds. *Mr. Minamida* proudly adds "Our staff is well trained to provide you with high quality service and make you feel as though you were on vacation."

Frizzy hair becomes sleek after Mr. Minamida's "Ion Esthetic Japanese Super Straightening." ($600 & up) Free consultation on the first visit.

Try the CERA ionizing showerhead. Salon Vijin offers a one week free rental of the showerhead. Call for details. 10% special discount exclusively for Chopsticks NY readers.

Salon Vijin
10 Rockefeller Plaza Concourse Level New York, NY 10020
(Entrance at 35 W. 48th St.)
TEL: 212-664-0664 / www.salonvijin.com
Mon-Fri: 10am-7:30pm Sat-Sun: 10am-6:30pm
Hair cut: $64 & up. Perm: $120 & up. Color: $68 & up
Highlight: $120 & up

NOT JUST AN ORDINARY SHIATSU PLACE FULL SERVICE HOLISTIC CENTER

Ido Holistic Center

Ido Holistic Center is a refuge for relaxation, offering treatments from shiatsu to facial acupressure to reflexology. All full-body massages begin with sauna, raising the temperature, softens muscle tension by increasing blood circulation. Their experienced Japanese masseuse uses thumbs, elbows and knees as well as walks all over to apply pressure. Their Special Discount Promotion is a package deal exclusively for new clients that combines 1 hour of Authentic Shiatsu or Regular Massage with your choice of two or three 15-min treatments from Facial Shiatsu, Foot Shiatsu, Zen Stretch, Immune Boost and Reiki. It is a great way to try out several treatments without straining your wallet.

Ido Holistic Center
9 E. 45th St., 8th Fl.
(bet. Madison & 5th Aves.)
New York, NY 10017
TEL: 212-599-5300
www.idocenter.com
Mon-Fri: 11:30am-10pm
Sat & Sun: 11:30am-8pm
Special Discount Promotion
2 add-ons $120. 3 add-ons $150
Couple Shiatsu w. Sauna $105
Aroma Shiatsu $90/1h
Deep Tissue Massage $90/1h
Swedish Massage $90/1h

Ms. Yuko Nozaki
We welcome you with a healing massage and relaxation. Licensed massage therapist and certified by National Certification Commission for Acupuncture and Oriental Medicine.

MICRO-DERMABRASION IS A MUST FOR MAINTAINING BEAUTIFUL SKIN

KSS Beauty Spa Inc

KSS Beauty Spa offers a wide variety of quality skincare treatments by experienced beauticians at reasonable prices. Their list of services includes permanent makeup (eyebrows, eyeliners and lips) minor mole removal, wrinkle treatments, blackhead removal and facial treatments. KSS Beauty highly recommends and specializes in Micro-Dermabrasion which is a mechanical exfoliation that removes the uppermost layer of dead skin cells from the face. It leaves the skin with a fresh, glowing look, and diminishes sun damage, wrinkles, enlarged pores and coarse skin. To maintain healthy skin KSS recommends daily facial care and weekly application of a beauty mask.

Katrina
Katrina has 32 years of experience as a beautician. She received special training from Biologique Recherche and Clarins in NYC and Matis Training in Paris. Her specialties are facial treatment and permanent make up.

KSS Beauty Spa Inc
187 Centre St.
(bet. Canal & Hester Sts.)
New York, NY 10013
212-966-9531 212-966-6651
www.kssbeautyspa.com
Mon-Fri: 10am-8pm
Sat-Sun: 10 am-7 pm
Micro-Dermabrasion: $48
Anti-Wrinkle Treatment: $158.00

IMPROVE YOUR HEALTH AND FIND INNER PEACE

Ohashi Institute

Ohashi Institute is an internationally acclaimed school and cultural center that teaches Ohashiatsu® – an energy based method that combines meridian therapy, touch stretching and exercise. An Ohashiatsu session can alleviate muscle pain, tension, chronic fatigue and anxiety, while inducing a state of deep relaxation and peace. For those who seek healing through bodywork, their clinic offers private sessions by Interns, Certified Consultants and Master Ohashi. The fee differs depending on experience. Sessions are given while you are fully clothed, lying on a comfortable mat in a serene Japanese setting with soothing music.

Master Ohashi
I suggest regular sessions, proper diet, daily exercise and meditation. Classes and sessions at the Institute will improve your personal health by making you more flexible, stronger and tranquil

Ohashi Institute
147 w 25th St. 6th FL
(bet. 6th and 7th Aves.)
New York, NY 10001
TEL 646-486 1187
www.ohashiatsu.org
info@ohashiatsu.org
9:30am-6pm (off ce)
9:30am-9:30pm (school and clinic)
Ohashiatsu® Private Session
$45 with intern, $85 w th certified consultant, $250 with master Ohashi

ANCIENT BEAUTY SECRET OF GEISHAS NIGHTINGALE DROPPINGS

Shizuka New York Day Spa

Shizuka New York is a full service day spa that combines Asian aesthetics with Western dermatology. Their most innovative treatment, the Geisha Facial modernizes the ancient secret of geishas with an unusual ingredient: powdered nightingale droppings. For centuries it was used by geishas to remove their heavy makeup, and Shizuka's version is finely milled and sterilized under ultraviolet light. It is then mixed into a mask and massaged onto the face. The natural enzymes and guanine in the nightingale droppings polish and brighten the skin while removing debris and blackheads from the surface. The experience may seem rather odd at first, but you will be well satisfied with the result.

Having a monthly Facial is a great way to keep your skin looking young and beautiful. Follow up at home with a skin care regimen customized to your skin type and appropriate for the season of year

Shizuka New York Day Spa
7 W. 51st St. 6th FL
(bet. 5th & 6th Aves.)
New York, NY 10019
TEL 212-644-7400
www.ShizukaNY.com
contact@shizukany.com
Mon 11am-7:30pm
Tue-Fri 11am-8pm
Sat 10am-6pm, Sun 11am-6pm
Facial $110 & up
Geisha Facial (50min) $180

REINVIGORATE YOUR LOOK WITH JAPANESE STRAIGHTENING PERM

RH Plus Salon

Celebrating its two-year anniversary, **RH Plus Salon** is offering a free hair treatment with Japanese Straightening Perm until the end of August. Their hair treatment combines 3 Japanese products including Nano Amino – solution containing nano sized amino acids that seep the nutrients to the core. By repairing damage and nourishing from the inside, the hair becomes much straighter and silkier. Their ambiance, created by the expansive space and large windows overlooking Midtown Manhattan, is soothing and you will feel refreshed inside and out. First time clients receive 10% off and a discount coupon for the next visit, so why not give yourself and your hair a treat for the harsh New York summer.

Staff at RH Plus Salon
Starting September, RH will be open 7 days a week, and newly arrived elite stylists from Japan can provide you with the latest techniques and fabulous styles

RH Plus Salon
805 3rd Ave.-2nd Fl.
(bet.-49th and 50th Sts.)
New York, NY 10022
TEL 212-644-8058
www.rhplusny.com
Mon-Fri 10am-8pm, Sat 10am-6pm
Japanese Straightening $250 & up

FULL BODY MASSAGE TO REVIVE THE MIND AND BODY

Tsunami Day Spa

Tsunami Day Spa believes in enhancing their clients' lives through relaxation and beautification. Their full body massage is a one-hour treatment that combines the techniques of Thai shiatsu and Swedish massages to stretch joints, relieve muscle tension and release toxins from the body, increasing circulation and mental alertness. Tsunami also offers hair removal wax and facial treatments that are customized for each client. Their package deal has a flexible option: you receive 1 free treatment of your choice with the purchase of any 2 sessions, and 3 free treatments with the purchase of 5 sessions! Treat yourself to a relaxing massage and whisk away the aches and worries of everyday life.

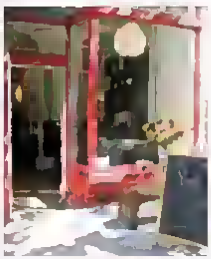
[Left] **Ms. Amy Hwang** (Owner/Aesthetician)
[Right] **Ms. Manky Phaliwong** (Massage Therapist)
New York is an exciting but exhausting city. Visit our new location to relax and bring your beautiful self back

Tsunami Day Spa [new location]
208 E. 60th St., 2nd Fl.
(bet. 2nd & 3rd Aves.)
New York, NY 10022
TEL 212-628-5868
www.tsunamidayspa.com
Tue-Sat, 10am-7pm
Full Body Massage $90/h, Facial $90

GO BEYOND BEAUTIFUL HAIRSTYLE HEAD SPA FOR HEALTHY HAIR

YUI Salon

YUI Salon specializes in anti-aging treatment of hair and scalp, and their Head Spa treatment is a deep cleansing of the scalp followed by a shiatsu massage to enhance blood circulation for healthier hair growth. Japanese Straightening Perm is known for its minimal damage but YUI Salon goes one step further with their aesthetic techniques. Hair is pretreated with conditioning solutions to improve its defense before the customized straightening solutions are applied according to each client's needs. The process concludes with yet another conditioning treatment to re-hydrate and revitalize the hair for maximum shine and softness. Healthy is the new beautiful. Enhance your beauty with a healthy head of hair.



UV lights not only damage the skin but also hair. Hair and scalp treatments are highly recommended especially during the summer when the UV lights are harsh.

YUI Salon
323 W. 11th St.
(bet. Greenwich & Washington Sts.)
New York, NY 10014
TEL. 212-647-9303
www.yuisalon.com
info@yu-salon.com
Tue-Fri 10am-7pm Sat 10am-6pm
Sun 11am-6pm (last appt.)
Cut $70-90 (Women) $60-80 (Men)
Japanese Straightening Perm
(Cut Included) $400

EXFOLIATOR AND MOISTURIZER IN ONE SIMPLE SKINCARE WITH GOLD ION FORMULA

Cosme Proud

A baby's skin contains 80% negative ions and 20% positive ions, that is the ideal ion ratio for beautiful skin. With aging, pollution and stress, the skin gradually loses its negative ions, slowing the cellular metabolism down, causing spots and blemishes. Gold Revitalizer contains small particles of gold that gently exfoliate the outer layer of the skin and guide negative ions into the skin's deepest basal layer to enhance cellular metabolism, restoring the skin's ion balance to its ideal state. After the new layer of skin is revealed, collagen, squalene oil, elastin and vitamin E moisturize the skin to the fullest. Exfoliate twice a week, and get your original skin back!

Massage until gold particles diss pate and let dry for 30 ~60 seconds.

Massage again and old skin comes off

Gold Revitalizer
(1.8 oz)
$90

*Free sample available

Where To Buy
Katagiri
Oshinbo
Shizuka New York Day Spa
Salon Vijin
Mie Higashimatsuzaka Hair Salon (Paxton)

Info/Online Order/ Wholesales
TEL. 201-947-0010
info@cosmeproud.com
www.cosmeproud.com

HABA ADDITIVE-FREE COSMETICS PURSUING TRUE BEAUTY...

HABA Labs USA Inc.

HABA's basic skincare line has been given the name "Pure Roots". HABA advocates skincare products that provide only the essentials needed to promote beautiful, healthy skin in three simple steps: 1) Cleanse 2) Tone and 3) Moisturize. Pure Roots represents the foundation of HABA. First, Squa Cleansing gently removes make-up and cleanses the skin in one easy step. Second, G Lotion, an alcohol-free toner, hydrates and balances the skin. Last, to seal in moisture, apply just 1-3 drops of Squalane, a refined form of squalene which helps the skin create its own natural protective moisture barrier. Experience true beauty with HABA's Additive-Free Cosmetics.

SQUA CLEANSING
3.7 oz. $25
7.4 oz. $45

G-LOTION
4.2 oz. $25
8.4 oz. $45

SQUALANE
0.85oz. $27
1.7 oz. $50
3.4 oz. $93

Where To Buy
Raku Za
16 E. 41st St. #2A
(bet. Madison & 5th Aves.)
New York, NY 10017
TEL. 212-686-5580

Info/Online Order
TEL. 888-770-4222 (HABA)
www.habausa.com

FUEL YOUR BODY WITH THE POWER OF CO-ENZYMES Q10

Sato Pharmaceutical, Inc

"Healthcare Innovation" as a corporate concept, **Sato Pharmaceutical** has been delivering high quality OTC medicines since 1915. Among their products, YUNKER liquid supplement holds the highest sales records in Japan. Q10 ~YUNKER in jelly form comes in a convenient pouch containing Ginseng, Royal Jelly and CoQ10, a natural antioxidant existing in the body that promotes circulation, digestion and skin elasticity. Water-soluble form of CoQ10 is easily absorbed in the body, making it an excellent option for breakfast or a power drink~ Q10's formula is also available in Sparkling YUNKER with additional ingredients Taurine and herbal extracts. Get a jolt of energy and nutrition for healthy living.

YUNKER
(6.5 oz)
$1.69

Q10 YUNKER
(5.25 oz)
$2.49

Where To Buy
Available at Japanese grocery stores near you. (See Grocery & Sake Guide for the listing.)

Info/Online Order
TEL. 310-793-0509
www.sato-pharmaceutical.com

Beauty Guide

HAIR SALON

Upper West — Hoshi Coupe III
280 Broadway (at 108th St.)
212-663-0460
F $40-
M $40-

Upper East — Giovanni-Socchi
1364 Lexington Ave (bet. 90th & 91st St.)
212-360-5557
F $30-
M $30-

Upper East — Michi
208 E. 60th St. (bet. 2nd & 3rd Ave.)
212-752-3223
F $80-
M $55-

Upper East — Midoma Salon-Gallery
439 E. 75th St. (bet. York & 1st Ave.)
917-432-2667
F 100-
M 100-

Upper East — Tomoko Shima Hair Salon
171 E. 92nd St. (bet. 3rd & Lexington Ave.)
212-722-[illegible]
F $55-
M $50-

Midtown West — Mingla New York
10 W. 55th St. 2nd Fl. (bet. 5th & 6th Ave.)
212-459-3320
F $80-
M $70-

Midtown West — Mitzu
57 W. 57st St. #1204 (at 6th Ave.)
212-757-5260
F $145
M $115

Midtown West — SALON VIJIN

From fabulous cuts to spectacular esthetic straight perms and colorings. Salon Vijin leads the way in hair styling and care for the future. Weekdays 10am-7pm, weekend 10am-6pm. Appointment recommended.

10 Rockefeller Plaza, Concourse Level
212-664-0664 www.salonvijin.com
F $64
M $57

Midtown East — Eiji International
801 Madison Ave 5th Fl (bet 67th & 68th St.)
212-838-3454
F $125-
M $80-

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.)
212-986-2830
F $55
M $50

Midtown East — Hisako Salon
141 E. 47th St. 2nd Fl. (bet. Lex. & 3rd)
212-754-7540
F $55-
M $45-

Midtown East — Izumi Salon
22 E. 45th St. 2nd Fl. (Madison & 5th Ave)
212-588-0468
F $55-
M $40-

Midtown East — Kiara
515 Madison Ave (at 53rd St.)
212-832-2808
F $40-
M $37

Midtown East — Manish
231 E. 53rd St. (bet. 2nd & 3rd Ave.)
212-755-2623
F $45-
M $35-

Midtown East — Mamotaro
645 5th Ave. 2nd Fl. (bet. Madison & 5th Ave.)
212-759-2382
F $60-
M $40-

Midtown East — RH Plus Salon

RH+

An increasingly popular salon celebrating one year in Midtown. Comfortable space with bright and natural light through large windows. Our stylists are trained both in NY and Tokyo and are looking forward to your visit. Japanese Straightening available.

805 3rd Ave. 2nd Fl. (bet. 49th & 50th St.)
212-644-8050 www.rhplusny.com
F $70
M $50

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison)
212-838-4744
F $67
M $72

Midtown East — Shige Kosuda

Shige Kosuda Salon is a pioneer in Thermal Reconditioning of the hair. Th s treatment straightens curly and unmanageable hair. The rh ghly skilled stylists carefully d scuss your needs during consultations cater ng to them accord ngly.

141 E 55th St. (bet. 3rd & Lexington Ave.)
212-759-2397 www.shigesalon.com
F $75-
M $50-

Midtown East — Wava 55
1056 2nd Ave. (bet. 55th & 56th St.)
212-355-7399
F $80-
M $45-

Chelsea — Hisako Salon

Located in the heart of Chelsea this sister salon to Hisako Salon in Midtown East that has catered to both Japanese and local clientele for over 2 decades. Walk-ins are always welcome. Opened 7days Mon-Fri until 9pm.

163 7th Ave. (bet. 20th & 21st St.)
212-989-2233
F $60
M $45

Chelsea — Hoshi Coupe I
256 W. 13th St. (bet. 7th & 8th Ave.)
212-255-0770
F $50-
M $50

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.)
212-620-3346
F $55
M $35

Gramercy — Hayato New York
125 E. 23rd St. 2nd Fl. (Park & Lex Ave)
212-673-7373
F $60-
M $60-

Lower Mhn — ARTE Salon

New offering Head Spa, Shiatsu massage and deep cleansing of the scalp in a private room lets you experience an extreme relaxation. It is recommended for scalp dryness, flakes and low volume hair. Free KERASTASE treatment (reg. $35) for first time customer.

294 Elizabeth St (bet. Bleecker & Houston St.)
646-391-0124 (Haruma) www.artesalon.com
F $70-
M $70-

West Village — SEI-TOMOKO
142 W 4 St (Washington Sq. Pk & 6th Ave)
212-477-5475
F $35-
M $35-

West Village — YUI Salon

Must try HEAD SPA with SHIATSU at this newly opened Hair Salon! Shiatsu massage after the deep scalp cleansing eases muscle tensions and promotes blood circulation to the scalp, neck and shoulders. It makes you look youthful with shiny hair.

323 W. 11th St. (Greenwich & Washington)
212-647-9303 www.yuisalon.com
F $70-
M $60-

East Village — Alala
149 Avenue A (bet. 9th & 10th Sts.)
212 777-5252
F 45-
M 45-

East Village — Hair Mates Downtown
13 3rd Ave. (bet 7th & St. Marks Pl.)
212-777-4612
F $45-
M $40-

East Village — Hoshi Coupe II
214 E. 9th St. (bet. 2nd & 3rd Ave.)
212-505-0383
F $45-
M $40

East Village — i Salon
150 E. 14th St. (@3rd Ave.)
212-505-0537
F 35-
M 31

East Village — K2 Salon
213 E. 10th St. (bet. 1st & 2nd Ave.)
212 260-5198
F $60-
M $50-

East Village — Lotus Salon
31 Avenue A (bet. 2nd St & 3rd St.)
212 260-5703
F $60-
M $50-

East Village — Lotus Salon
31 Ave. A (bet. 2nd 3rd St.)
212-475-2743
F $60
M $50

East Village — Parika Salon
233 E. 4th St. (bet. Ave. A & B)
212-673-8209
F $60
M $50

East Village — Powder Room
318 E. 9th St. (bet. 1st & 2nd Ave.)
212-677 2020
F $60
M $50

East Village — SEI-TOMOKO
240 E 13th St. (bet. 2nd & 3rd Ave.)
212-533-4613
F $35-
M $35-

East Village — SEI-TOMOKO 02
126 E. 4th St. (bet. 1st & 2nd Ave.)
212-473-3320
F $35-
M $35-

East Village — Yo-C Salon

Cutting the owner stylist Yoshi utilizes funky & edgy styles of Tokyo...elegance firm. Fans and aggressiveness of NY styles and highlights. Individual customer's personality. A combination of Japanese Straight Perm and cuts is $220. Student discount available.

225 East 5th St. (bet. 2nd & 3rd Ave.)
212-529-0055 www.yo-csalon.com
F $75
M $75

Lower Mhn — Hoshi Coupe Soho
183 Prince St. (bet. Sullivan St. and 9th Ave.)
212-353-6009
F $100-
M $70-

Lower Mhn — Lotus Salon
7 Prince St. (bet. Elizabeth & Bowery St.)
212-219-3233
F $70
M $60

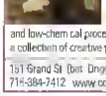
Lower Mhn — Lotus Salon
141 Reade St. (bet. Hudson & Greenwich St.)
212-608-7788
F $80
M $70

Lower Mhn — Q Hair
19 Bleecker St. (bet. Mott & Elizabeth St.)
212-614-8729
F $64
M $64

Lower Mhn — Shizen
527 E. 6th St. (bet. Ave. B & C)
212-777 2128
F $65
M $65

Lower Mhn — Tahamichi Hair
35 Great Jones St. (Lafayette & Bway)
F $75-
M $75-

Brooklyn — Commune Salon & Gift



Commune is a hair salon and a gift boutique located in Williamsburg. We provide gentle hair services including quality Japanese treatments and low-chemical processes. Our boutique section offers a collection of creative jewelry and accessories.

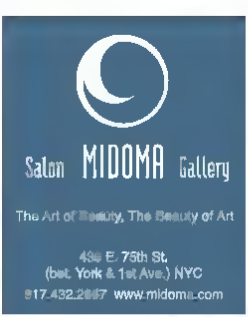
151 Grand St. (bet. Driggs & Bedford Ave.)
718-384-7412 www.communesalon.com
F $55-
M $45-

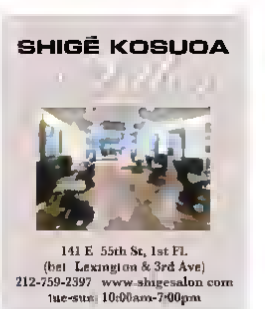
Upstate — Akana Salon
7 E. Hartsdale Ave. Hartsdale, NY 10530
914-948-0216
F $55-
M $45-

Upstate — Hair Studio NAKA
247 Halstead Ave. Harrison, NY 10528
914-835-0045
F $60-
M $50-

Upstate — Hiro's Hair Salon
53 Purchase St. Rye, NY 10580
914-921-3333
F $60
M $50

Upstate — Momotaro
2 Spencer Pl. 2nd Fl. Scarsdale, NY 10583
914-472-5757
F $60-
M $50-





Health Guide

Indicated prices are recommended

SPA

Upstate	**Salon Shin** 731 White Plains Rd, Scarsdale NY 10583 914-472-3817	F $50- M $45-
Upstate	**Salon Susen** 19 E Hartsdale Ave Hartsdale NY 10530 914-946-7475	F $40 M $30
Long Island	**LI Wave** 18 Haven Ave Port Washington NY 11050 516-883-3046	F $40 M $30
New Jersey	**Akono Salon** 2024 Center Ave Fort Lee NJ 07024 201-461-3644	F $40- M $30-
New Jersey	**Katsuko Salon** 2039 Lemoine Ave #1F Fort Lee NJ 07024 201-585-9699	F $00 M $40
New Jersey	**Michi** 595 River Rd Edgewater NJ 07020 201-941-1888	F $50- M $40-
New Jersey	**Salon Tomo** 1617 Parker Ave Fort Lee NJ 07024 201-346-0501	F $50 M $45
New Jersey	**Tosh Hair Supreme** 1550 Lemoine Ave Fort Lee NJ 07024 201-461-5642	F $45- M $40
Midtown West	**Nihon Day Spa** 15 W 44th St 10th Fl (bet 5th & 6th Ave) 212-575-7692	$40-
Midtown West	**SHIZUKA new york** 7 W 51st St, 5th Fl (bet 5th & 5th Ave) 212-644-7400	$25
Midtown West	**Spadium** 48 W 32nd St (bet 5th & Broadway) 212-957-3131	$80
Midtown East	**MOONFLOWER SPA**	

Moonflower Spa specializes in progressive treatments such as microdermabrasion, ultrasound treatment, deep pore cleansing facial with thorough exfoliation and a mild enzyme therapy relaxation. Come relax your mind and body. We offer the best personal care possible

8 E 41st St 3rd Fl (bet 5th & Madison Ave) | $75
212-683-8729 www.moonflowerspa.com | / 60mn

Korea Town	**Aura Wellness Spa** 48 W 33rd St (bet Broadway & 5th Ave) 212-736-9669	$70-
Chelsea	**Supple Spa** 55 W 13th St 2nd Fl (bet 5th & 6th Ave) 212-929-5946	$65/1h
East Village	**TAMAGO Skincare** 251 E 13th St (bet 2nd & 3rd Ave) 212-505-1599	$48/1h
Lower Mhn	**Corina Beauty Center** 121 Baxter St (bet Canal & Hester St) 212-941-9711	$45/h
Lower Mhn	**Facial Spa** 170-172 Canal St #303 (Mott & Elizabeth St) 212-925-5114	$55/30mn
Lower Mhn	**KSS Beauty Spa** 187 Centre St (bet Canal & Hester St) 212-925-8531	$48
Lower Mhn	**NY Chinatown Nutrition Ctr** 9 E Broadway rm 301 917-922-0310	Weight Loss
Lower Mhn	**Spring Thyma Wellness** 75 Nassau St (bet Fulton & John St) 212-385-4673	$40-
Queens	**este de doronko** 113-49 Union Tpk Forest Hills NY 11375 917-886-4004	$80
Upstate	**este de doronko** 21 Lake St White Plains NY 10603 917-886-4004	$80
New Jersey	**Ring SPA Sauna** 321 Commercial Ave Palisades Park NJ 201-947-8955	$35

SHIATSU

Midtown West	**Salon de Tokyo** 200 W 57th St #1308 (at 7th Ave) 212-757-2187	$70 /60mn
Midtown West	**Esprit Wellness** 2 W 45th St #1708 (bet 5th & 6th Ave) 212-854-5976	$80 /15min
Midtown East	**Kenkado Inc** 333 E 49th St Uby-D (bet 1st & 2nd Ave) 212-940-0068	$60 /60mn
Midtown East	**100 HOLISTIC CENTER**	

Do Holistic Center offers shiatsu massage—traditional Japanese acupressure massage that will relieve you of physical pain and stress. 20 min dry sauna and shower included with a shiatsu massage. Two-for-one weekend special (sauna & shiatsu) is $105

8 E 45th St 9th Fl (bet Madison & 5th Ave)
212-599-5300 www.decente.com | $60
/60mn

Midtown East	**Ease Salon** 51 E42 St #1408 (bet Madison & Vanderbilt) 212-661-5151	$40 /25mn
Midtown East	**Go-in Center** 211 E 43rd St #1605 (bet 2nd & 3rd Ave) 212-687-6114	$120/h

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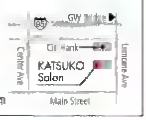

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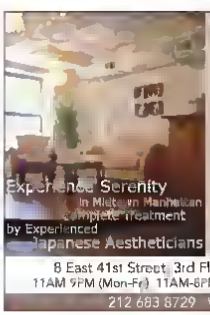

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212 355 7399 www.wave55salon.com

Michi Beauty Salon
208 E 60th St (bet. 2nd & 3rd Ave)
212 752 9229
595 River Rd Edgewater NJ 07020
201 941 1888
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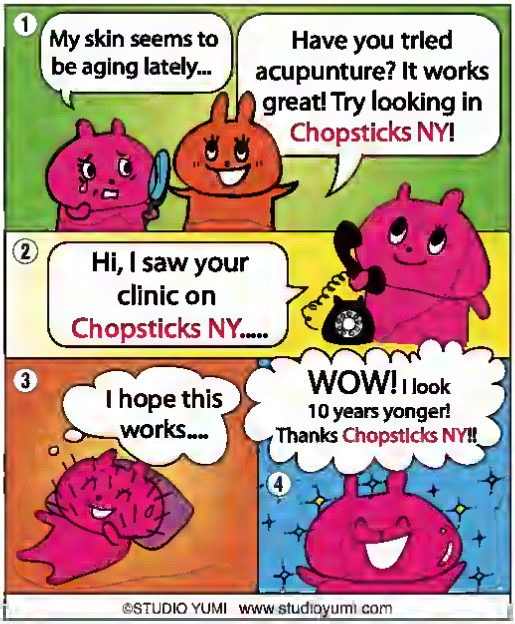
East Village	**Kaisy**		229 E 9th St. 2nd Fl (bet. 2nd & 3rd Ave.) 212-253-6171 $45 /60min
Lower Mhn	**Health Trail CO**		23 Pell St. 2nd Fl (bet. Mott & Bowery St.) 212-608-2212 $60 /60m n

ACUPUNCTURE

Upper West	**Dr-Hong**		4167 Broadway (bet 175th & 177th St.) 646-233-3322 $50 /30min
Upper East	**Herbal Fairy Spa**		225 E. 64th St. #4 (bet. 2nd & 3rd Ave.) 212-289-3588 $60 /60m n
Midtown West	**Yamaguchi Acupuncture**	Over 30 years of experience, specializing in pain management, sports injury, infertility, allergy, asthma and digestive problems. Little to no pain with Japanese style acupuncture. Licensed acupuncturist in NY, CA and Japan. Disposable needles only.	161 W. 54th St., #21 (bet. 6th & 7th Ave) 212-246-7508 www.yamaguchi acupuncture.com Acupuncture
Midtown West	**NY Acupuncture & Herb**		250 W 57th St. #1330 (at Broadway) 212-262-8888 $100 /visit
Midtown West	**Nihon Medical Group**		15 W 44th St 10th Fl (bet. 5th & 6th Ave.) 212-575-6910 $90-
Midtown West	**Eileen Chee**		119 W 57th St. Suite 511 (6th & 7th Ave.) 212-374-2680 $100/h
Midtown East	**David L. Zeng**		14 E 34th St. 5th Fl (bet. 5th & Madison Ave.) 212-683-1773 $60 /30min
Midtown East	**Chun Yuan Li**		141 E 55th St. #3D (bet. Lex & 3rd Ave.) 212-750-8384 $80/ visit
Midtown East	**Amy Nature Center**		137 E 47th St. (bet. 3rd & Lexington Ave.) 212-317-9220 $60/ visit
Midtown East	**Acumed Center**		150 E 58th St. #1C (bet. 3rd & Lexington Ave.) 212-888-8677 $80/ 30min
Midtown East	**41st Street Medical**		18 E 41st St (bet.5th & Madison Ave.) 212-683-0041 $90/ 120min
Chelsea	**Yoshiko Kamiyama**		20 W 20th St. #311 (bet. 5th & 6th Ave.) 914-954-7704 Homeopathy
East Village	**SuHu Natural Health**		1 Union Sq W #715 (at E 14th St.) 212-691-8281 $80/ visit
Queens	**Chin Kei**		133-47 Sanford Ave #1G Flushing, NY 11355 718-961-7222 $50 /45min

HEALTH PRODUCT

Upper West	**Health Nuts**		2141 Broadway (bet. 75th & 76th St.) 212-724-1872 Supplement
Queens	**Metro Pharmacy**		41-16 30th Avenue Astoria, NY 11103 718-204-1414 Pharmacy
Illinois	**June Bees**		1330 St. James St. Pekin, IL 6007 800-667-0641 Health Product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I hope this works....
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4
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ASK THE BEAUTY GURU —VOL.7—

PLAY UP YOUR STRENGTHS – AT WORK, AT PLAY AND WITH YOUR HAIR STYLE —SHIGE KOSUDA SALON

Salon owner Shige Kosuda endeavors to create a salon environment where both the staff and the customers can create their own individual "best" style.

Q: Tell us about your salon.

A: I have been a hair stylist for about 30 years now. I was a stylist in Japan for nine years and then worked at Momotaro Salon in New York City. I didn't really plan on opening my own salon. I was actually thinking about switching to an American salon. However, Momotaro Salon decided to move to a new location, so I decided to open my own salon in the exact same location in 1994.

Q: What are some of the hair trends this year?

A: It's difficult to identify the specific trends in New York. What I personally think is "trendy" is that people are using their own individual hair "kinks" to their advantage. If you have straight hair, you keep it straight. If you have curly hair, then you keep it curly. I want to make "natural," easy to manage styles more popular. But this is a difficult concept for customers to grasp. I'm not talking about "wash-and-go" styles with natural air drying because hair will get damaged. I'm talking about styles that use products or using a blow dryer to get a natural sheen and healthy looking hair.

Q: What are some of the differences between the various ethnicities of your customers?

A: The two biggest points are that I have to change my technique for each "condition" and "type" of hair. The "condition" means hair that has been colored or has a permanent. The "type" of hair means the type of hair that you were born with – straight, curly, etc. After doing straight perms on a variety of customers, I have learned that hair cuts must also be tailored to each type of hair. You can use scissors, a razor, etc. It's pretty interesting. They don't teach you about handling different ethnicities of customers at beauty school in Japan. I learned about this from coming to America.

Q: What is your signature style?

A: My salon specializes in Thermal Reconditioning, also known as a "straight perm." We have been doing it since the opening of the salon. It is mostly Americans who get this straight perm, so now we have about 80% American customers and 20% Japanese customers. I have also been teaching Thermal Reconditioning techniques to top salons however when they have difficult customers [whose hair is difficult to straighten], they send them here.

Q: Are you glad you opened your own salon?

A: Yes, I am glad to have opened my own salon because I have met a lot of people, including members of Intercoiffure [a prestigious, international professional organization for salon owners]. You can gain a lot of insight into the salon business, new trends and new hair cutting and styling techniques.

It has not been easy to owning my own salon – it's a lot of work and costs a lot of money. But it has been a very good experience. Even though you want to leap forward and become extremely successful overnight, you have to work step-by-step and be patient. And through this process, I have met a variety of people and have had many interesting experiences.

I tell my stylists to "use the strengths you have." You don't have to do everything "by the book." I want the stylists to use their own strengths and create the best possible hair styles for each customer. You need to create your own identity as a stylist and as an individual.

Shige Kosuda, a veteran hair stylist and highly sought-after expert in Thermal Reconditioning, shares his ideas about new "natural" hair trends.

Shige Kosuda salon currently has 13 staff members, including two Americans. They cater to a wide variety of customers. Clients from famous salons such as Oribe, Frederic Fekkai, Garren New York, Peter Coppola, Stephen Knoll are sent to this salon especially for Thermal Reconditioning (also known as "straight perm"). While it is unusual to send customers to another salon, Thermal Reconditioning is a difficult and extremely time-consuming process, and Shige Kosuda salon is well-known for doing a meticulous job resulting in extremely satisfied customers.

Shige Kosuda Salon
141 E. 55th St, 1st Fl.
(bet. Lexington & 3rd Aves.)
New York, NY 10022
TEL. 212-759-2397
www.shigesalon.com
Tue-Sun 10am-7pm

FOOD DRINK GROCERY

RESTAURANT REVIEW

RESTAURANT ON / NARUTO RAMEN / CURRY-YA / TAFU NEW YORK

JAPANESE CHEF'S HOME STYLE COOKING

EEL & PICKLED PLUM CHIRASHI-ZUSHI BY *SEIKI YAMADA* (LOUNGE ZEN)

BUYING JAPAN

BASUKURIN (BATH SALTS)

CONVERSATION WITH SAKE SOMMELIER

MARJA SAMSOM: SAKE IN THE HEART OF NEW YORK CITY'S HIPPEST NEIGHBORHOOD

LISTINGS

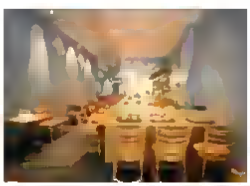
JAPANESE RESTAURANT / OTHER ASIAN RESTAURANT / GROCERY & SAKE

JAPANESE / KAISEKI / SUSHI

Restaurant ON

1029 2nd Ave (bet. 54th & 55th Sts.) New York, NY 10022
TEL: 212-355-3557
Lunch, Tue-Fri: Noon-2pm Dinner: Tue-Sun. 5:30pm-10:30pm

"Formal yet casual"—this phrase is not contradictory when dining at **Restaurant ON**. Located between the business district and the quiet residential neighborhoods of Midtown East, the restaurant serves authentic Japanese cuisine and sushi as well as kaiseki (small exquisite dishes that grew out of the tea ceremony tradition) and is sure to please both those who want sophisticated cuisine as well as those looking to relax with everyday food. "We are proud of serving Japanese food with high quality ingredients. Eighty percent of the ingredients we use come directly from Japan," says Executive Chef *K. Morohashi*. The best way to appreciate Restaurant ON's cuisine is to order the kaiseki course. "Our kaiseki is not super formal like traditional kaiseki, rather, it's relaxing. We create authentic kaiseki while making it accessible even to non-Japanese people who do not know anything about it." The large counter space is also ON's signature. Being able to sit at the counter and talk with the chefs makes your dining experience even more enjoyable. Also, don't forget to ask about the special of the day. You'll get a masterpiece created from the freshest ingredients.



ON LUNCH SPECIAL

With its well planned, gorgeous array of dishes, this special is perfect for a business lunch. It includes an assortment of the day's tempura specials, an appetizer, sashimi served with a garnish, rice and miso soup. Having a quality lunch in a calm environment revives you for the rest of your workday!

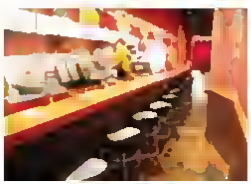
3 Best Sellers

- **ON Kaiseki** (7-course) $50
- **Gyu Miso-zuke Yaki** (Broiled and Miso-Marinated Rib Eye Beef) $12
- **Sushi Chef Special** (12 pcs sushi, 1 pc roll, or 14 pcs Sashimi) $47

JAPANESE / RAMEN

Naruto Ramen

1506 3rd Ave (bet. 89th & 90th Sts.) New York, NY 10128
TEL: 212-289-7803
Sun.-Sat: 12 pm-11 pm (Delivery hours: 12 pm-10 pm) Cash Only



Last October the Upper East Side was introduced to something the area hadn't seen before, an authentic ramen restaurant. It marked the arrival of **Naruto Ramen** named after the pink and white fish cake that is a staple of any bowl of these noodles (not the anime as many customers seem to think). Though Naruto's existence in NYC has been brief, according to chef/restaurant manager Kyoji Noda sales are steadily going up and in the beginning some neighborhood customers would come in as often as 2-3 times a week! The three types of ramen available at Naruto are shoyu (soy sauce) based Naruto Ramen, as well as miso and curry ramen. Toppings like corn, bean sprouts and boiled egg can be added for anywhere from an extra $.50 to $2.00. Naruto offers certain bargains, like on Mondays, any ramen is discounted $2 to $6.50. On Wednesdays homemade gyoza dumplings are discounted by the same amount to $2.50. During weekdays, the $9.75 lunch set offers a great deal of any of the three types of ramen along with a side dish. Coming in for the seasonal hiyashi chuka, a chilled ramen dish filled with healthy vegetables, is a great way to beat the summer heat!

HIYASHI CHUKA

The noodles used at Naruto Ramen are curly and thick. Hiyashi chuka is composed of these noodles in vinegar flavored shoyu with assorted vegetables, chicken, boiled egg and of course naruto. Don't forget karashi, the spicy mustard on the side of the dish that will be sure to clear your sinuses!

3 Best Sellers

- **Miso Ramen** $8.50
- **Naruto Ramen** $8.50
- **Homemade Gyoza** $4.50

JAPANESE / CURRY

NEW Curry-ya

214 E. 10th St. (bet. 1st and 2nd Aves.) New York, NY 10003
TEL. 866-60-CURRY (28779) www.nycurry-ya.com
Sun-Sat: 12 pm-10 pm, Delivery available Cash Only

For those who lament the lack of true Japanese curry here in the city, look no further than **Curry-ya** in the East Village. According to Curry-ya manager *Mika Ohtsuki*, they strove to create a place where a woman could feel comfortable coming in to dine alone. The attention to detail makes customers feel at home, and the service of curry in a separate bowl from the plate of rice is a nice touch. Curry comes in three degrees of spiciness and there are 9 different types. For hungry customers, the price includes an extra helping of rice and a large portion of curry can be ordered for an extra $3. Toppings such as egg, corn and cheddar cheese can be added for $1. With Curry-ya's "Nice Set", by paying $6 extra to the price of the curry you choose, you can sample the chef's daily arrangement of side dishes. With a 14-person capacity, Curry-ya's interior is intimate and its counter-style seating allows you to watch the preparation of your meal. Its homemade curry differs from Indian and other kinds of curry in that it is thicker and less spicy. Curry-ya's "gourmet curry" is not quite that thick. It perfectly complements its ingredients whether they are seafood, meat or vegetables.

GRILLED SEAFOOD CURRY

Grilled seafood curry, one of Curry-ya's most popular dishes, contains scallops, shrimp and squid as well as a generous amount of vegetables. With the Nice Set, you can try the chef's offerings of marinated baked seasonal vegetables, seaweed salad and coleslaw (pictured in rear).

3 Best Sellers

- Berkshire pork cutlet curry $15
- Grilled seafood curry (scallops, shrimp, squid) $13
- Marinated baked seasonal vegetables with original sauce $5

JAPANESE / TEA HOUSE

Tafu New York

569 Lexington Ave. (On 51st St. bet. Lexington & 3rd Aves.) New York, NY 10022
TEL. 212-980-1310 www.tafuny.com
Mon-Sat: 9 am-8 pm

The arrival last year of **Tafu**, a tea shop from Osaka, was greeted with much fanfare by New Yorkers who were looking for an authentic tea experience. Tafu continues to raise the bar with its products, and this is demonstrated by the recent introduction of the ultimate tea Misty Mountain. It was one of the top five finalists in the Green Super category at the inaugural World Tea Championship held this past spring. Misty Mountain leaves are harvested in tea gardens high in the mountains that are covered by a layer of mist. The mist works as natural cover that ensures a super sweet taste. This, as well as its uniquely rich aroma, sets it apart from other Tafu teas. In order to accentuate Misty Mountain's sweetness, it is served with warm water as opposed to boiling water which would bring out bitterness. Because of these qualities, Misty Mountain is best paired with a snack that has less sweetness such as Tafu's tea-leaf enriched chocolate. It comes in two flavors of matcha and houjicha and is pleasantly dense. As a special offer for Chopsticks NY readers, a piece of each chocolate along with a cup of hot or iced Misty Mountain can be purchased for $8, a $2 discount off the regular price.

MISTY MOUNTAIN TEA & TEA ENRICHED CHOCOALATES

These rich matcha and hojicha chocolates are a great match for the sweetness of Misty Mountain tea, which can be served chilled or hot. As a special deal for Chopsticks readers, this set can be purchased for $8. $2 off the regular price!

3 Best Sellers

- Matcha $2.50
- Daifuku (houjicha black tea, matcha and coffee flavors) $4
- Banana Matcha shake $5

JAPANESE CHEF'S HOME STYLE COOKING VOL 7

EEL & PICKLED PLUM CHIRASHI-ZUSHI

RECIPE COURTESY OF *SEIKI YAMADA*

In this corner, Japanese chefs from restaurants in the Tri-State area share their secret recipes of home-style Japanese dishes with you.

* * *

In Japan, eating eel is believed to promote stamina during the hot summer, and pickled plums are used to preserve food and increase one's appetite. *Seiki Yamada*, sushi chef of **Lounge Zen**, a local favorite in Teaneck, incorporates the two ingredients to create Eel & Pickled Plum Chirashi-zushi. Making chirashi-zushi usually requires a lot of preparation, but Chef *Suzuki* simplifies the steps to make this tasty summer treat. Using packed eel kabayaki, which is easily found in Japanese grocery stores, allows you to skip the seasoning process. Substituting pickled plums for sushi vinegar also saves time in making the sushi rice. The dish is also perfect for a party. With its colorful presentation--red from the pickled plums, green from the cucumber, and yellow from the eggs--you will certainly impress your guests.

Lounge Zen
254 Degraw Ave. Teaneck, NJ 07666
TEL. 201-692-8585 / www.lounge-zen.com

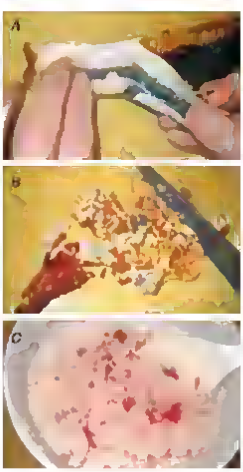
INGREDIENTS (Serves 2 people)

2 bowls steamed rice
1 pack eel kabayaki*
3 medium-size pickled plums
2 eggs
1/2 cucumber (Japanese cucumber is preferable- if you can't find it, a Kirby cucumber can be a substitute.)
1 teaspoon tenkasu**

*Packed eel kabayaki is easily found in the frozen food section of Japanese grocery stores.
**Tenkasu is a by-product of making tempura. The crunchy bits of deep-fried flour dough are often used as toppings for okonomiyaki and udon.

STEPS

1. Unpack eel kabayaki and separate skin from meat. (photo A)
2. Cut only the meat part into appropriate size for microwave. Warm for about 30 seconds in microwave.
3. Slice the warmed eel kabayaki into small pieces. (photo B)
4. Take pits out of pickled plums and cut into small pieces.
5. Mix pickled plums into slightly cooled steamed rice. (photo C)
6. Mix tenkasu and chopped eel kabayaki into rice.
7. Make paper-thin omelette and julienne it.
8. Take seeds out of cucumber and julienne it.
9. Garnish rice with egg and cucumber.



Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch
M Tu W Day Class | Delivery
Th F Sa Su | Family Dining
Romantic Dining | Local Favorite
Vegetarian Friendly | Business Dinner

$ $25 and below

Upper West — Cafe SWISH — $20
2053-55 Broadway (bet. 115th & 116th St.) — 212-222-3568

Upper West — Haku — $25
2425 Broadway (bet. 88th & 90th St.) — 212-580-2500

Upper West — Planet Sushi — $25
310 Amsterdam Ave. (Corner of 77th) — 212-712-2162

Upper West — Sushi A-Go-Go — $25
1300 Broadway (bet. 63rd & 64th St.) — 212-724-7340

Upper West — Toma Sushi & Saka Bar — $25
2850 Broadway (bet. 110th & 111th St.) — 212-665-2918

Upper West — Yuki Sushi — $20
556 Amsterdam Ave. (at 92nd St.) — 212-787-8200

Upper East — East Japanese — $22
354 E. 86th St. (bet. 1st & 2nd Ave.) — 212-734-5270

Upper East — Naruto Ramen — $10

Our signature NARUTO RAMEN is a soy broth based noodle soup topped with boiled eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also available. Enjoy any ramen for $6.50 on Mondays and GYOZA for $2.50 on Wednesdays.
1598 3rd Ave. (bet. 89th & 90th St.) — 212-288-7803

Upper East — Oyogu — $25
1158 1st Ave. (bet. 63rd & 64th St.) — 212-758-3316

Upper East — Tatami 72 — $20
1400 2nd Ave. (bet. 72nd & 73rd St.) — 212-472-1700

Upper East — Teriyaki Boy — $7
1840 3rd Ave. (bet. 91st & 92nd St.) — 212-987-7150

Upper East — Tokubei 86 — $25
314 E. 86th St. (bet. 1st & 2nd Ave.) — 212-628-5334

Upper East — Tsuki Restaurant — $25
1410 First Ave. (bet. 74th & 75th St.) — 212-517-8160

Upper East — YUKA Restaurant — $25
1957 2nd Ave. (bet. 100th & 101st St.) — 212-772-9675

Upper East — Yuka — $25
1531 York Ave. (at 81st St.) — 212-989-5800

Midtown West — East 55 — $20
253 W. 55th St. (bet. Broadway & 8th Ave.) — 212-581-2240

Midtown West — Fuji — $25
236 W. 55th St. (bet. Broadway & 8th Ave.) — 212-245-7137

Midtown West — Go Sushi — $20
756 9th Ave. (at 51st St.) — 212-459-2268

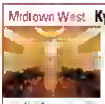
Midtown West — GO! GO! CURRY!

The Triple Crown winner of a Japanese curry contest is the one and only curry specialty restaurant in NYC. They are known for long lines of people eagerly waiting to taste their awesome curry and with 20 branches in Japan, their popularity is exploding!
273 W. 38th St. (bet. 7th & 8th Ave.) — 212-730-5555 — www.gogocurryusa.com — $8.5

Midtown West — Iroha — $20
152 W. 49th St. (bet. 6th & 7th Ave.) — 212-398-0049

Midtown West — Ise 56 — $20
56 W. 56th St. (bet. 5th & 6th Ave.) — 212-707-0702

Midtown West — Kodama 45 — $20
301 W. 45th St. (bet. 8th & 9th Ave.) — 212-582-8855

Midtown West — Kyotofu

Serving traditional Japanese desserts and cocktails with a modern twist. They crafts its artful plates using signature Japanese ingredients and homemade tofu specialties each day. Over 30 kinds of sake and 10 shochu available. Open for lunch and late-night.
705 6th Ave. (bet. 48th & 49th St.) — 212-974-0012 — www.kyotofunyc.com — $25

Midtown West — Menchanko-Tei — $19
43-45 W. 56th St. (bet. 5th & 6th Ave.) — 212-247-1515

Midtown West — Menkui-Tei — $20
60 W. 56th St. (bet. 5th & 6th Ave.) — 212-757-1642

Midtown West — Pacific Echo — $25
242 W. 56th St. (bet. Broadway & 8th Ave.) — 212-265-0388

Midtown West — Sapporo — $12
152 W. 49th St. (bet. 6th & 7th Ave.) — 212-869-8972

Midtown West — Sushiya — $25
25 W. 56th St. (bet. 5th & 6th Ave.) — 212-247-5756

Midtown West — Tachigui Sobaya — $8
732 7th Ave. (bet. 48th & 49th St.) — 212-265-6191

Midtown West — Teriyaki Boy — $7
805 9th Ave. (bet. 57th & 58th St.) — 212-307-7202

Midtown West — Yoshinoya — $7
255 W. 42nd St. (bet. 7th & 8th Ave.) — 212-703-0340

Midtown West — Yummy Sushi — $7
30 Rockefeller Plaza Concourse Level — 212-459-2100

Midtown East — Amakusa — $25
143 E. 47th St. 3rd Fl. (bet. 3rd & Lex. Ave.) — 212-583-3355

Midtown East — Azusa — $25
9 E. 45th St. (bet. 5th & Madison Ave.) — 212-801-0001

Midtown East — Chiyoda Sushi — $19
16 E. 41st St. (bet. 5th & Madison Ave.) — 212-400-6689

Midtown East — Onnya — $25
137 E. 47th St. (at Lexington & 3rd Ave.) — 212-860-7909

Midtown East — Go Sushi — $20
511 3rd Ave. (bet. 34th & 35th St.) — 212-679-1099

Midtown East — Go Sushi — $25
982 2nd Ave. (at 52nd St.) — 212-593-3993

Midtown East — Ise 49 — $25
151 E. 49th St. (bet. Lexington & 3rd Ave.) — 212-319-4747

Midtown East — Izakaya Ariyoshi

If you are a longing for authentic and at-ease Izakaya style Japanese food, Ariyoshi is the place to be. Homey atmosphere is perfect to relax and enjoy over 100 kind of home-style cooking. Fresh ingredients make for a varied daily menu. Open until 4am.
226 E. 53rd St. (bet. 2nd & 3rd Ave.) — 212-319-2940 — $25

Midtown East — Katsu-hama — $18
11 E. 47th St. (bet. 5th & Madison Ave.) — 212-758-5505

Midtown East — Meachaaka-Tei — $14
131 E. 45th St. (bet. Lexington & 3rd Ave.) — 212-986-4405

Midtown East — Nada-Sushi — $25
135 E. 50th St. (bet. Lexington & 3rd Ave.) — 212-826-2537

Midtown East — Omsh — $9
158 E. 45th St. (bet. Lexington & 3rd Ave.) — 212-922-3744

Midtown East — Sushi Restaurant

Sushi offers Okinawan food unlike any other Japanese cuisine. Try Goya Champuru with a basket of pork, tofu, egg, bitter melon and slow cooked pork belly. Okinawa soba and many other Okinawan dishes. Awamori. Okinawa Sprit available in variety.
232 E. 53rd St. (bet. 2nd & 3rd Ave.) — 212-935-1443 — $25

Midtown East — Teriyaki Boy — $10
150 E. 45th St. (bet. Lexington & 3rd Ave.) — 212-867-5771

Midtown East — Yakitori East — $25
210 E. 44th St. (bet. 2nd & 3rd Ave.) — 212-697-5075

Midtown East — Yummy Sushi — $7
875 3rd Ave. Food Court, Lower Level — 212-888-7401

Korea Town — Tadai — $25
6 E. 32nd St. (bet. Madison & 5th Ave.) — 212-725-1333

Chelsea — Daioh Sushi — $20
300 W. 23rd St. (bet. 7th & 8th Ave.) — 212-727-0388

Chelsea — ENNJU — $10
20 E. 17th St. (bet. 5th & Broadway) — 646-336-7004

Chelsea — Izakaya Ten — $25
207 10th Ave. (bet. 22nd & 23rd St.) — 212-627-7777

Chelsea — Nnoch — $20
143 8th Ave. (at 17th St.) — 212-691-8700

Chelsea — Tokoya — $10
144 W. 19th St. (bet. 6th & 7th Ave.) — 212-924-3335

Gramercy — Choshi

Located near Gramercy Park. Try Choshi's original sushi rolls that are pleasing to the eye and palate. Daily specials. Lady's Set Combination, and a lively variety kitchen menu are popular. Outside dining space, delivery and take-out service available.
77 Irving Place (at 18th St.) — 212-420-1419 — www.sushichoshi.com — $20

Gramercy — Hamachi — $15
34 E. 20th St. (bet. Broadway & Park Ave.) — 212-420-8808

Gramercy — Kaiten Sushi East — $15
305 3rd Ave. (bet. 26th & 27th St.) — 212-889-2328

Gramercy — Mishima — $25
154 Lexington Ave. (bet. 30th & 31St St.) — 212-532-9596

Gramercy — Saburi — $25
169 Lexington Ave. (bet. 30th & 31st St.) — 212-481-7766

Gramercy — Teriyaki Boy — $10
19 Lexington Ave. (bet. 22nd & 23rd St.) — 212-260-4470

Gramercy — YAMA Restaurant — $20
122 E. 17th St. (at Irving Pl.) — 212-475-0668

West Village — Cho Cho San

A neighborhood restaurant perfect for a get together with friends and family. Just opened in April, they offer their inherited traditional home cooking including many vegan and healthy dishes at affordable prices. Student discount available.
15 West 8th St. (5th & 6th Aves.) — 212-473-3333 — www.chochosanrestaurant.com — $25

West Village — Go Sushi — $20
3 Greenwich Ave. (at 6th Ave. & 9th St.) — 212-366-9272

West Village — Hakata Tonton — $25
61 Grove St. (bet. 7th Ave. & Bleecker St.) — 212-242-3636

West Village — Miyabi — $20
121 W. 3rd St. (Macdougal & 6th Ave.) — 212-677-2370

West Village — Miyagi — $20
220 W. 13th St. (bet. 7th & Greenwich Ave.) — 212-620-3630

West Village — Swish Cafe — $12
96 W. 3rd St. (bet. Sullivan & Thompson St.) — 212-777-8806

East Village — Ashiya — $15
187 1st Ave. (bet. 10th & 11th St.) — 212-505-3348

East Village — Cha-An

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with wine or sake. Traditional tea ceremony in Sa ka-de (Matcha tea room) is available by reservation.
230 E. 9th St. 2nd Fl. (bet. 2nd & 3rd Ave.) — 212-228-8030 — www.cha-an.com — $20

East Village — Chiyono — $15
328 E. 6th St. (bet. 1st & 2nd Ave.) — 212-473-3984

East Village — Esashi — $25
32 Ave. A (bet. 2nd & 3rd St.) — 212-505-8726

East Village **GO Restaurant**

Our Miso Ramen was created upon a long research in Sapporo-Mecca of Ramen, and it's been a hit for over 10 years. The soup is full bodied and rich, and the toppings includes seaweed, scallion, roasted pork, boiled egg and more. Shoyu Ramen is also available

30 St. Marks Pl (bet. 2nd & 3rd Ave.) $10
212-254-5510

East Village **IPPUDO NY**

65 4th Ave (bet. 9th & 10th St.) $20
212-388-0088

East Village **Ishikura**

57 1st Ave (at 4th St.) $20
212-979-6646

East Village **Izakaya ONI**

Japanese style pub. Izakaya ONI is located in the back room of Ramen Setagaya. Enjoy Japanese tapas and sushi rolls with various beer and over 50 kinds of premium sake in cozy atmosphere. Open Mon-Su 6pm-1am, Fr-Sat 6pm-2am

141 1st Ave. (bet. St. Marks & 9th St.) $15
212-529-2746

East Village **Le Mu**

107 Ave. A (bet. 6th & 7th St.) $25
212-473-3100

East Village **May's KUBA**

121 2nd Ave. (bet. 7th & St. Marks St.) $10
347-255-2855

East Village **Menkui-tei**

63 Cooper Sq. (bet. 7th & St. Marks Pl.) $10
212-228-4152

East Village **MINCA**

538 E. 5th St. (bet. Ave. A & B) $10
212-505-4001

East Village **Natori**

58 St. Marks Pl. (bet. 1st & 2nd Ave.) $20
212-533-7711

East Village **Noodle Cafe Zen**

31 St. Marks Pl. (bet. 2nd & 3rd Ave.) $12
212-533-6855

East Village **OH! Taisho**

8 St. Marks Pl. (bet. 2nd & 3rd Ave.) $25
212-673-1300

East Village **Otafuku**

236 E. 9th St. (bet. 2nd & 3rd Ave.) $6
212-353-0503

East Village **Rai Rai Ken**

214 E. 10th St. (bet. 1st & 2nd Ave.) $15
212-477-7030

East Village **Sake Bar Satsko**

202 E. 7th St. (bet. B & C Ave.) $25
212-614-0933

East Village **Sapporo East**

164 1st Ave. (at 10th St.) $20
212-260-1330

East Village **Setagaya**

Now serving lunch specials from 12-3:30pm! Shoyu Ramen for $7.50 (reg. $9.50) and Soy Sauce Flavored Ramen for $8.50 (reg. $10.50). Don't forget to try Curry Over Rice, Pork Ginger Over Rice or Gyoza Dumplings with your favorite ramen as a lunch combo ($10+)

141 1st Ave. (bet. St. Marks & 9th St.) $13
212-529-2740 www.setagaya.com

East Village **Souen Restaurant**

28 E. 13th St. (bet. University Pl. & 5th Ave.) $20
212-627-7150

East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Box $15 with soba noodles, side dishes and dessert. Daily special appetizers and sake select on available for dinner

229 E. 9th St. (bet. 2nd & 3rd Ave.) $20
212-533-5800 www.sobaya.com

East Village **Tokahachu**

85 Ave. A (bet. 5th & 6th St.) $20
212-505-6524

East Village **Teriyaki Boy**

218 E. 10th St. (bet. 1st & 2nd Ave.) $10
212-677-8056

East Village **Typhoon**

79 St. Marks Pl. (bet. 1st & 2nd Ave.) $15
212-375-2910

East Village **Udon West**

11 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20

East Village **Uminoie**

Uminoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef. Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts

95 E. 3rd St. (bet. 1st & 2nd Ave.) $20
646-654-1122

East Village **Village Yokocho**

8 Stuyvesant St. 2FL (bet. 2nd & 3rd Ave.) $20
212-598-3041

East Village **Yakiniku West**

210 E. 9th St. (bet. 2nd & 3rd Ave.) $25
212-979-9238

East Village **Yakitori Taisho**

5 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20
212-228-5006

East Village **ZEN**

31 St. Marks Pl. (bet. 2nd & 3rd Ave.) $15
212-533-1955

Lower Mhn **Hiroki's Place**

76 Thompson St. (bet. Spring & Broome St.) $15
212-625-1303

Lower Mhn **Mottsu**

265 Mott St. (bet. E. Houston & Prince St.) $25
212-343-1017

Lower Mhn **Souen Restaurant**

210 6th Ave. (at Prince St.) $20
212-807-7421

Lower Mhn **Sateishi**

24 Peck Slip (bet. Water & Front St.) $20
212-766-2344

Lower Mhn **Tokyo Lunch**

10 John St. (bet. Nassau St. & Broadway) $10
212-406-1304

Lower Mhn **Yoshi Restaurant**

201 E. Houston St. (Orchard & Ludlow) $18
212-539-0225

Lower Mhn **Yushi**

250 Vesey St. (4 World Financial Center) $12
212-945-3096

Lower Mhn **Zutto**

77 Hudson St. (bet. Jay & Harrison St.) $20
212-233-3287

Brooklyn **Geido**

331 Flatbush Ave. (on Flatbush Ave.) $20
718-631-[illegible]

Umino-ie
うみのいえ
Over 50 kinds of Sake and Shochu.
All authentic Japanese homestyle dishes are prepared by the owner/chef.
OPEN 6 DAYS
646-654-1122 7pm-1am (sun-thu) -2am (fri-sat)

Limited to 100 bowls a day
Soy Sauce Flavored Ramen (reg $10.50) $8.50

Shio Ramen (reg $9.50) $7.50

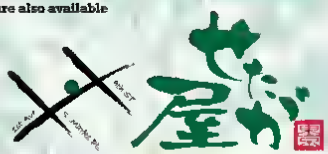
Lunch Combo is also available!

Shio Ramen + Curry Over Rice or
Pork Ginger Over Rice or
Gyoza Dumplings
$10

*Other combinations are also available

New York Brunch
141 1st Ave.
(bet. St. Marks n 9th St)
212-529-2740

Japan Headquarter
www.setaga-ya.com



Sake Bar 鬼 Izakaya

oni

Japanese style pub

Now serving over 50 kinds of premium sake for your liking!
Japanese tapas and sushi rolls

141 1st Ave. (the back room of Ramen Setagaya), NYC
TEL. 212-529-2746 Mon-Sun 5pm- 1am, Fri-Sat 5pm-2am

TODAI Restaurant

COME AND SAY "WOW"

All You Can Eat JAPANESE SEAFOOD BUFFET

MORE THAN 100 FRESH & QUALITY DISHES
AT BEST VALUE
IN A FAMILY FRIENDLY ATMOSPHERE

ADULT Lunch $15.95 (Mon-Thu) Dinner $25.95 (Mon-Thu)
$17.95 (Sat, Sun & Holidays) $27.95 (Fri-Sun & Holidays)

CHILD Height 4'6" & under 1/2 price
Height 3'5" & under Lunch $6.95 / Dinner $8.95

LUNCH Mon-Thu 11:30am-2:30pm
Fri-Sun 11:30am-3pm

DINNER Mon-Thu 6pm-10pm,
Fri-Sat 5:30pm-10pm
Sun & Holidays 5pm-9pm

Welcome
Large Party!
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P DISCOUNT PARKING TICKET AVAILABLE
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Brooklyn **Iron Chef House**
92 Clark St. (bet. Henry St & Monroe Pl.) $15
718-858-1517

Brooklyn **Tamari Restaurant**
201 Fifth Ave. (bet. Union & Berkeley) $20
718-230-5696

Brooklyn **Yamato**
168 7th Ave. (bet. Garfield & 1st St.) $18
718-840-0096

Queens **ARIYOSHI**
41-13 Queens Blvd. (bet. 41st & 42nd Sts.) $18
718-937-3288

Queens **go wasabi**
34-02 30th Ave. (at 34th St.) $23
718-204-7354

Queens **SUSHI ISLAND**
97-11 Queens Blvd. Elmhurst, NY 11373 $20
718-803-3033

Upstate **Momiji**
267 Halstead Ave. Harrison, NY 10528 $20
914-835-1078

Upstate **Nishi**
473 Ashford Ave. Ardsley, NY 10502 $20
914-693-2500

Upstate **Sakura**
56 Garth Rd. Scarsdale, NY 10583 $20
914-723-7787

Upstate **Sakurabana NY**
326 Route 59 Central Nyack, NY 10960 $25
845-727-3030

Upstate **Tanto**
639 Wh te Plains Rd. Scarsdale, NY 10583 $18
914-725-8100

Long Island **Akari**
2063 Merrick Rd. Merrick, NY 11566 $20
516-379-9858

Long Island **Isono**
214 Jericho Tpk. Floral Park, NY 11001 $25
516-437-4562

Long Island **Kurofune**
77 Commack Rd. Commack, NY 11725 $20
631-499-1075

Long Island **Nagashima**
12 A-1 Jericho Tpk. Jericho, NY 11753 $25
516-338-0022

Long Island **Sapporo**
3266 Merrick Rd. Wantagh, NY 11793 $15
516-795-3953

Long Island **Shiro of Japan**
401 Old Country Rd. Carle Place, NY 11514 $20
516-997-7770

Long Island **SUSHI ICHI**
700 N Country Rd. Seauket, NY 1173 $25
631-689-3111

Long Island **TAIKO Restaurant**
15 S. Village Ave. Rockville Centre, NY $20
516-678-8148

Long Island **Taka Sushi**
A small h dden gem located on a str p mall n Westbury. Taka Sush offers class c Japanese food w th fresh fish, seasonal delicacies and a huge selection of p en um sakes at reasonable pr ces. A popular d ning spot among the Japanese locals in Long Island.
821 Carman Ave. Westbury, NY 11590 $20
516-876-0033

Long Island **Take Sushi**
1035 Broadway Woodmere, NY 11598 $20
516-569-9606

Long Island **TORIGO**
Come and try our grilled Ch lean sea bass with sa kyo miso sauce
Spec al z ng in Japanese gr ll and sushi, Tango in Floral Park Long Island offe s a bal anced tional and contemporary innovative dishes
196 Jericho Tpk. Floral Park, NY 11001 $20
516-358-8118 www.torigorestau ant.com

Long Island **Yomaguchi**
63 Main St. Port Washington, NY 11050 $25
516-883-3300

Long Island **Yuki's Palette**
611 Old Country Rd. Westbury, NY 11590 $25
516-334-5009

Long Island **Yuki's Palette Too**
151 Merrick Ave. Merrick, NY 11566 $25
516-334-5009

New Jersey **Asahi Japanese**
1475 Bergen Blvd. Fort Lee, NJ 07024 $17
201-944-5113

New Jersey **Daimatsu**
880 Mountain Ave. Mountainside, NJ 07092 $20
908-233-7888

New Jersey **Higo Batten**
2024 Center Ave. Suite J&K, Fort Lee $10
201-461-5485

New Jersey **ICHIBAN**
776 Bloomfield Ave. W. Caldwell, NJ 07006 $20
973-808-7178

New Jersey **Italian Tomato (Mitsuwa)**
595 River Rd. Edgewater, NJ 07020 $7
201-941-5113

New Jersey **Izakaya Don**
671 Palisade Ave. Cliffside Park, NJ 07010 $25
201-941-3400

New Jersey **Kanoko**
3885 Rt.27 & Rt.518 Princeton, NJ 08540 $15
732-821-8822

New Jersey **Komegashi**
103 Montgomery St. Jersey City, NJ 07302 $25
201-433-4567

New Jersey **Pinehill**
123 Paramus Rd. Paramus, NJ 07652 $20
201-843-0170

New Jersey **Princeton Tomo Sushi**
Visit this cozy kitchen and taste some of the most delicate Japanese cuisine around. Enjoy truly authentic to delectably creative everything is prepared with a smile and passion for fine food. Its casual setting and affordable prices make TOMO a rare find!
230 Nassau St. Princeton, NJ 08540 $20
609-924-6476 www.princetontomo.com

New Jersey **Sakura 46**
387 W. Route 46 Cliffside Park, NJ 07010 $25
201-807-1887

New Jersey **Sekurabana NJ**
43 Rank n Ave. Ridgewood, NJ 07450 $25
201-447-6525

New Jersey **Sentohka (Mitsuwa)**
595 River Rd. Edgewater, NJ 07020 $10
201-941-1004

New Jersey **Sanuki Sando (Mitsuwa)**
595 River Rd. Edgewater, NJ 07020 $6
201-941-5113

New Jersey **Su Restaurant**
725 River Rd. Edgewater, NJ 07020 $16
201-840-7388

25 Clinton St. (bet. E. Houston & Stanton St.)
212-253-2000 www.sachikosonclinton.com

705 Ninth Ave. (bet. 48th & 49th St.)
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Catering / Online order available

Eggplant Denzaku (grilled eggplant with miso) $5.75
Spring Roll with pork belly $5
Cold Root Vegetables $5.75
Uzaku eel sunomono with cucumber $6.75
WASHOKU TEI
1007 2nd Ave. (53rd & 54th Sts.) TEL: 212-223-8303
Lunch: Mon-Fri: Noon-2pm. Dinner: Mon-Sun: 5:30pm-10:30pm

For Those Who Worship Sushi, Welcome To Your Shrine
Since 1976, Hatsuhana has been setting the highest standards for sushi restaurants in NY. We invite you to come and experience the "essence" of sushi and see why we've been going strong for over three decades.
Hatsuhana
Hatsuhana PARK
— For formal dining —
HATSUHANA
17 E. 49th St. (bet. Madison & 5th Ave)
212 355 3345
— For casual dining —
HATSUHANA PARK
237 Park Ave. (bet. 45th & 46th St)
212 661 3400
Mon - Fri: 11:45am-2:45pm (lunch)
5:30pm-10pm (Dinner)
www.hatsuhana.com

New Jersey **Sugi**
2117 Rt 4 E (bount Fort Lee, NJ 07024 $15 L
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New Jersey **Toma's Cuisine**
113 Rt. 23 S Little Falls NJ 07424 $20 M L
973-837-1117

New Jersey **UKI UKI**
417 E Rinkerhoff Av Palisades Pk, NJ 07650 $15 L
201-947-6446

New Jersey **Umeya**
158 Piermont Rd Cresskill NJ 07626 $22 M L
201-615-0511

Connecticut **Ahis**
361 Greenwich Ave Greenwich, CT 06830 $25 L
203-862-8100

Connecticut **Kazu**
84 N Main St Norwalk CT 06854 $25 L
203-838-7432

Connecticut **Wasabi Japanese**
24 S Main St Kent, CT 06757 $20 L
860-927-0048

$$ $26 - 40

Upper West **Haru**
433 Amsterdam Ave (bet 80th &81st St.) $30 L
212-579-5855

Upper West **Roppongi**
434 Amsterdam Ave (at 81st St.) $35 L
212-362-8182

Upper West **Sushi Hana**
488 Amsterdam Ave (bet. 82nd & 83rd St.) $35 L
212-874-1076

Upper West **Tenzan**
265 Columbus Ave. (at 73rd St.) $32 L
212-580-7300

Upper West **Tokyo Pop**
2728 Broadway (bet. 104th & 105th St.) $32 L
212-932-1000

Upper East **Aki Sushi**
1425 York Ave (bet. 75th & 76th St.) $30 L
212-628-8885

Upper East **Haru**
1327 3rd Ave (at 76th St.) $30 L
212-452-1028

Upper East **Haru Sake Bar**
1326 3rd Ave (at 76th St.) $38 L
212-452-2230

Upper East **Ichiro**
1694 2nd Ave (bet 87th & 88th St.) $30 L
212-369-6300

Upper East **Ikanahana**
1016 Lexington Ave (bet. 72nd & 73rd St.) $30 L
212-737-8638

Upper East **Iran Sushi**
355 E. 78th St. (bet. 1st & 2nd Ave.) $29 L
212 772 7680

Upper East **Ko Sushi**
1325 2nd Ave (at 70th St.) $31 L
212-439-1678

Upper East **Kotto Sushi**
310 E. 93rd St. (bet. 1st & 2nd Ave.) $30
212-426-1218

Upper East **Mr Gingar**
1572 2nd Ave (bet. 81st & 82nd St.) $33
212-988-1188

Upper East **Poka**
943 E. 85th St. (bet. 1st & 2nd Ave.) $35 Su
212-249-0589

Upper East **Sachi**
1350 Madison Ave (bet. 94th & 95th St.) $30 Su L
212-534-5600

Upper East **Saka Hana**
205 E 78th St (bet. 2nd & 3rd Ave.) $30
212-327-0582

Upper East **Shabu-Shabu 70**
314 E. 70th St (bet. 1st & 2nd Ave.) $37 L
212-861-5635

Upper East **Sushi Hana**
1501 2nd Ave (at 77th St.) $30 L
212-327-0582

Upper East **Tanzan**
1714 2nd Ave (at 88th St.) $35 L
212-369-3600

Upper East **Wajima**
134 E 61st St (bet. Lex. & Park Ave.) $40 Su L
212-813-3065

Upper East **Wasabi Lobby**
1514 2nd Ave (at 102nd St.) $30 L
212-988-6982

Midtown West **Aki Sushi**
36 W. 52nd St (bet. 5th & 6th Ave.) $30 L
212-262-2983

Midtown West **Aquamarina**
713 2nd Ave (bet. 38th &39th St.) $30 L
212-897 1680

Midtown West **Benihana**
47 W 56th St (bet. 5th & 6th Ave.) $30 L
212-581-0930

Midtown West **Hakata Grill**
230 W 49th St (bet. Broadway & 8th Ave.) $40 L
212 245-1020

Midtown West **Haru**
205 W. 43rd St (bet. Broadway & 8th Ave.) $35 L
212-391-9610

Midtown West **Monster Sushi**
22 W. 46th St (bet. 5th & 6th Ave.) $30 L
212-998-7707

Midtown West **Natsumi**
226 W 50th St. (bet. 8th & Broadway) $30 L
212-265-2966

Midtown West **Onigashima**
43-45 W. 55th St. 2nd Fl. (5th & 6th Ave) $30 L
212 541 7145

Midtown West **Sake Bar Hagi**
152 W. 49th St (bet. 6th & 7th Ave.) $30
212-764-8549

Midtown West **Soba Nippon**
15 W. 52nd St (bet. 5th & 6th Ave.) $30 L
212-413-2525

Midtown East **212 Fukumatsu**
212 E. 52nd St. (bet. 2nd & 3rd Ave.) $28 L
212-754-4640

Midtown East **Gyu-Kaku**
805 3rd Ave. 2nd Fl. (at 50th St.) $40 L
212 702-4816

Midtown East **Haru**
280 Park Ave (at 48th St.) $35 L
212-480-9680

Midtown East **Hatsuhana Park**

Casual dining experience with authentic and fresh sushi. The combination of premium sea seafood and rice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.

237 Park Ave (at 46th St.) $35 Su L
212-661-3400 www.hatsuhana.com

Japanese Yakiniku(BBQ) tonight!
Premium Japanese Short Rib
$18
(Mon & Tue $15)
Yellowtail <Hamachi> $7.50
YAKINIKU IZAKAYA RIKI
250 E. 52nd St. (bet. 2nd & 3rd Ave) TEL: 212-826-4255
Mon-Sat 6pm-4am Closed Sunday

Midtown East **Izakaya Riki**
141 E 45th St (bet 3rd & Lexington Ave) $30
212-818-5604

Midtown East **Naniwa**
4 E 49th St (bet 5th & Madison Ave) $30
212 370-4045

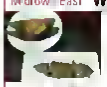
Midtown East **Pearl on the Sushi**
635 5th Ave (at 48th St.) $30
212-577-4629

Midtown East **Shaburi**
125 E 39th St (bet Lexington & Park Ave) $30
212 997-6999

Midtown East **Sushi Time**
521 2nd Ave (bet 43rd & 44th St) $30
212 883-0883

Midtown East **Tsushima**
141 E 47th St (bet Lexington & 3rd Ave) $40
212-207-1456

Midtown East **Wahaku Tei**



A family style restaurant serving every day Japanese food at affordable prices. The menu includes a full line of Japanese appetizers and entrees as well as sushi and original rolls. You could count on the true Japanese taste and a well-rounded, healthy meal.

1007 2nd Ave (bet 53rd & 54th St) $30
212 223-6303

Midtown East **Yakiniku Izakaya Riki**

Serving authentic yakiniku dinner (Japanese BBQ) with several kinds of red wine, sake and shochu in a romantic semi-private dining space. New sushi bar offers sushi and rolls for appetizers. A private back room accommodates 10 large parties. Open until 4am.

250 E 52nd St (bet. 2nd & 3rd Ave.) $30
212-826-4255

Midtown East **YAMA Restaurant**
308 E 49th St (bet. 1st & 2nd Ave) $37
212-355-3370

Chelsea **Aki Sushi**
126 W 36th St (bet Broadway & 7th Ave) $30
212 868-0091

Chelsea **Iron Sushi**
440 3rd Ave (bet. 30th & 31St St.) $25
212-447-5822

Chelsea **Matsuri**
369 W16 St (bet 9th & 8th Ave) $30
212 243-6400

Chelsea **Momoya**
185 7th Ave (at 21st St) $40
212 989-4656

Chelsea **Monster Sushi**
158 W 23rd St (bet. 6th & 7th Ave) $30
212 620-9131

Gramercy **Aji Sushi**
513 3rd Ave (bet. 34th & 35th St) $26
212-686-2056

Gramercy **Aki Sushi**
121 E 27th St (bet. Lex & Park Ave S) $30
212 213-9668

Gramercy **Hane**
346 1st Ave (at 20th St) $30
212 538-9889

Gramercy **Hara**
220 Park Ave South (at 18th St.) $35
646-429-0999

Gramercy **Sushi SAMBA**
245 Park Ave South (bet. 19th & 20th St.) $35
212-475-8377

Gramercy **Sushi Sasabune**
30 E 33rd St (bet. Madison & Park Ave S.) $40
212-889-2206

Gramercy **Sushi Twist**
66 Madison Ave (bet. 27th & 28th St.) $30
212 213-2239

Gramercy **YAKINIKU JUJU**

Little Neighborhood Gem-Good Time at JuJu Japanese/Korean that will light up your night. Comfortable yet funky space serving good food at a VERY reasonable price. Join the ever popular ALL YOU CAN EAT BBQ for $27 with short ribs, sirloin, pork belly, chicken liver and veggies. Sun Thur 11am to 11pm. This price in Manhattan! Or try SHABU SHABU that stands out by its far superior quality meats and fresh vegetables.

157 E. 29th St. (bet. Lexington & 3rd Ave.) $30
212-684-7930

West Village **Aki**
181 W 4th St (bet. Barrow & Jones St.) $38
212-989-5440

West Village **Kirara**
33 Carmine St. (bet. Bleecker & Bedford St.) $30
212 741 2123

West Village **Marumi**
546 LaGuardia Pl (bet. Bleecker & W 3rd St.) $30
212 979-7055

West Village **Monster Sushi**
535 Hudson St (at Charles St.) $30
646-336-1933

West Village **Rockmajsha**
11 Minow St (bet W 4th St & Bleeker) $35
212-675-7775

West Village **Tomoe Sushi**
172 Thompson St (Bleecker & Houston) $30
212 777 5346

West Village **YAMA on Carmine St**
38-40 Carmine St (Bleecker & Bedford) $37
212 989-3330

West Village **YAMA on Hauston St**
82 Houston St (LaGuardia & Thompson) $37
212-674-0335

East Village **Gyu-Kaku**
34 Cooper Sq (bet 5th & 6th St) $40
212-475-2969

East Village **Hasaki**

Servings authentic Japanese food a nice 1994 out Edomae style sushi is made only by experience sushi chefs. Try daily specials from sushi bar and kitchen. Also offering seasonal delicacies. Open Lunch Time (Wed-Fri) 12pm-3pm, (Sat & Sun) 1pm-4pm

210 E 9th St (bet. 2nd & 3rd Ave.) $35
212 473-3327 myspace.com/hasakinyc/

East Village **Japonica**
100 University Pl (at 12th St) $40
212-243-7752

East Village **Kasadela**
647 E 11th St (bet. Ave B & C) $30
212 777-1562

East Village **Kyo Ya**
94 E 7th St (bet. 1st Ave and Ave A) $35
212 982-4140

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www.tontonnyc.com
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Sun 11am~11pm
Last order 30min before the closing time

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65 4TH AVE (bet. 9th & 10th)
212 388-0088

*We may close prior to our closing time when we run out of our soup or noodles. Please call for availability.

Present Chopsticks NY & Get Aburiya Original Beer Tumbler! (Dinner time only)

Aburiya Kinnosuke
213 East 45th St. (bet 2 & 3 Ave) 212-867-5454

East Village **Nan**
25 2nd Ave. (bet. 7th and St. Marks Pl.) $30
212-677-4625

East Village **Sake Bar Decibel**
240 E. 9th St. (bet. 2nd & 3rd Ave.) $40
212-979-2733

East Village **Shabu-Tatsu**
216 E. 10th St. (bet. 1st & 2nd Ave.) $33
212 477-2972

East Village **Sushi Aiyoshi**

Sushi Aiyoshi is a hidden gem located near Union Square serving Japanese tapas & sushi. The menu includes authentic Japanese dishes as well as innovative dishes with a large selection of appetizers. A bar counter and a wide variety of sake are table.
310 Broadway (bet. 11th & 12th St.) $30
212-316-1864

East Village **Sushi Lounge**
132 St. Marks Pl. (bet. 1st Ave & Ave A) $30
212-539-1199

Lower Mhn **EN Japanese Brasserie**

Serving traditional Japanese "home style" cuisine in a modern, beautiful environment. Menu is based on the most fundamental building blocks of Japanese cooking while the atmosphere creates a grand environment that retains a remarkable amount of intimacy.
435 Hudson St. (at Leroy St.) $40
TEL. 212-647-9196 www.enjb.com

Lower Mhn **Ise Downtown**
50 Pine St. (bet. William & Pearl St.) $35
212-785-1600

Lower Mhn **Kitchen Club**
30 Prince St. (at Mott St.) $35
212-274-0025

Lower Mhn **Sachiko's on Clinton**

High-end yet affordable "authentic/creative" Japanese sushi/sake restaurant in the heart of LES with tranquil garden for outside dining. Perfect for private parties, business meetings, birthday parties and holiday events. Delivery and catering services available.
25 Clinton St. (bet. E. Houston & Stanton St.) $33
212-253-2900 www.sachiconclinton.com

Lower Mhn **Takahachi Tribeca**
145 Duane St. (Church & W. Broadway) $35
212-571-1830

Lower Mhn **Tokyo Bar**

A new Japanese comfort food restaurant offering a wide variety of original cocktails, sake and shochu. Enjoy Tokyo Mojito and Omu Rice, an omelet over fried rice in a relaxing atmosphere. DJ plays daily from 8pm. Happy hour from 5pm to 8pm.
277 Church St. (bet. White & Franklin) $30
212-966-2787 www.tokyobar-nyc.com

Brooklyn **Bozu**

Japanese fusion tapas restaurant offering homemade infused Japanese spirits and more than 20 varieties of sake. Try our famous sushi burrito which are decorated round sushi. A huge heated patio area table! 6pm-12am (Mon-Thu, Sun) 6pm-1am (Fri & Sat).
295 Grand St. (bet. Havemeyer & Roebling) $30
718-384-7770 www.bozu.com

Brooklyn **Hibino**
333 Henry St. (Grand & Montgomery St.) $35
718-250-8062

Brooklyn **Osaka**
272 Court St. (bet. Butler & Douglass St.) $30
718-643-0044

Brooklyn **Sakura Cafe**
366 5th Ave. (bet. 6th & 7th Ave.) $30
718-832-2370

Brooklyn **Tenzan**
7116 18th Ave. (at 71st St.) $30
718-621-3238

Queens **Shiro of Japan Atlas Pk**
80-40 Cooper Ave. (at 80th St.) $30
718-326-8704

Upstate **Hajime**
267 Halstead Ave. Harrison, NY 10528 $30
914-777-1543

Upstate **Kiku House**
11-21 E. Washington Ave. Pearl River, NY $30
845-735-9515

Upstate **Nada**
200 Hamilton Ave. White Plains, NY 10601 $40
914-949-0930

Upstate **Tsuru**
256 N. Central Ave. Hartsdale, NY 10530 $30
914-761-0057

Long Island **Benihana**
Northern Blvd. Manhasset Park, NY 11030 $30
516-627-3400

Long Island **Benihana**
920 Merchant's Concourse Westbury, NY $30
516-222-6031

Long Island **Benhori**
14 Elm St. Huntington, NY 11743 $40
631-673-0400

Long Island **Inatome Steak House**
9 5th St. Valley Stream, NY 11581 $30
516-872-0419

Long Island **Kohan Restaurant**
2016 Merrick Rd. Merrick, NY 11566 $30
516-223-9200

Long Island **Koiso**
540 Westbury Ave. Carle Place, NY 11514 $26
516-333-9434

Long Island **Kura Bar**
473 New York Ave. Huntington, NY 11743 $30
631-673-0050

Long Island **Sen Restaurant**
23 Main Street, Sag Harbor, NY 11963 $40
631-725-1774

New Jersey **Aoyama**
1992 Washington Valley Rd. Martinsville, NJ $35
732-271-2558

New Jersey **Ichiban**
414 Hackensack Ave. Hackensack, NJ 07601 $30
201-489-0901

New Jersey **Komegashi-tou**

Located in waterfront Jersey City, Komegashi has the most gorgeous view overlooking Manhattan skyline, offers exciting sushi selections. Try our Chirashi Royale, the freshest pick from chef with selection from Japan and domestic. Only 5 min. PATH from NYC!
99 Town Sq. Place, Jersey City, NJ 07310 $30
201-653-8638 www.komegashi.com

New Jersey **Lounge Zen**
254 Degraw Ave. Teaneck, NJ 07666 $30
201-692-8505

New Jersey **Masa Sushi & Grill**
61 W. Allendale Ave. Allendale, NJ 07401 $30
201-934-8818

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New Jersey **Matsushima** $35
595 River Rd Edgewater NJ 07020
201-945-9450

New Jersey **Monster Sushi** $30
395 Springfield Ave Summit NJ 07901
908-598-1100

Connecticut **Fuji Garden Steak House** $30
215 Liberty St Bridgeport CT 06609
800-538-1155

Connecticut **KU** $35
95 E. Putnam Ave Cos Cob CT 06807
203-422-8313

The Bronx **OHANA** $35
500 City Island Ave Bronx NY 10464
718-885-0700

$$$ $41 - 65

Upper East **Donguri** $54
309 E 83rd St (bet. 1st & 2nd Ave.)
212-737-5656

Upper East **Geisha** $61
33 E 61st St. (bet. Park & Madison Ave.)
212 813-1112

Upper East **Sushi Seki** $57
1143 First Ave. (bet. 62nd & 63rd St.)
212-371-0236

Midtown West **Koi** $62
40 W. 40th St. (5th & 6th Ave)
212-921-3330

Midtown West **Omida** $45
1585 Broadway(bet 50th& 51rd St.)
212 247-6110

Midtown West **Shimizu** $50
315 W. 51st St. (bet. 8th & 9th Ave.)
212 541-1561

Midtown West **Sushiden** $50
123 W. 49th St. (bet. 6th & 7th Ave.)
212 398-2800

Midtown West **Yakitori TOTTO** $44
251 W. 55th St. (bet. Broadway & 8th Ave.)
212 245-4566

Midtown East **Aburiya Kinnosuke** $51

It's such fun trying dishes you've never heard of at this different East Midtown Japanese where many of the delicately flavored items come direct from Tokyo's fish market. Don't expect to hear much English. (Zagat Survey 2007)
213 E. 45th St. (bet. 2nd & 3rd Ave.)
212-867-5454

Midtown East **Hatsuhana** $50
17 E. 48th St. (bet. 5th & Madison Ave.)
212 355-3345

Midtown East **Nippon** $49
155 E. 52nd St. (bet. Lexington & 3rd Ave.)
212 758-0229

Upper East **Restaurant ON** $50

A counter kaiseki restaurant serving highest quality seasonal seafood and vegetables in an authentic kaiseki style. Be mesmerized by 7- 9 or 10 course ($60, $80, $110), or order a la carte. A wide variety of sake, shochu, wine, sake tasting flights available.
1026 Second Ave. (at 54th St.)
212-355-3557 www.restaurantON.com

Midtown East **Restaurant SEO** $50
245 E. 49th St. (bet. 2nd & 3rd Ave.)
212 355-7722

Midtown East **Ringo** $53
205 E45th St. (bet. 2nd & 3rd Ave.)
212-867-4200

Midtown East **SAKAGURA**

Largest sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade sake and lunch set of sake & rice bowl are popular. This sweeping indentured waiter on the basement level is perfect for couples. Private parties available.
211 E. 43rd St. (1st floor, 2nd & 3rd Ave.) $50
212-953-7253 www.sakagura.com

Midtown East **Shinbashi** $50
7 E.48th St.(bet. 5th & Madison Ave.)
212-813-1009

Midtown East **Soba TOTTO** $44
211 E 43rd St. 1st Floor(bet 2nd & 3rd Ave)
212 557-4200

Midtown East **Sushi ANN** $60
38 E. 51st St. (bet. Park & Madison Ave.)
212 755-1780

Midtown East **Tokyo** $50
342 Lexington Ave. (bet. 39th & 40th St.)
212-697-6330

Midtown East **Torys**

The sister restaurant of Yakitori Totto. Torys is the newest Yakitori spot in Midtown. Menu showcases every imaginable part of chicken, tastefully seasoned and grilled to perfection. Torys also offers innovative dishes as well.
248 E. 52nd St. 2FL (bet. 2nd & 3rd Ave.) $44
212-813-1900 www.torysnyc.com

Chelsea **Naka Naka** $50
456 W 17th St.(bet. 10th Ave.)
212-929-1544

Chelsea **Ono** $60
Gansevoort Hotel 18 9th Ave (at 13th St.)
212-660-6766

Gramercy **BUTAI** $44
115 E. 18th St. (bet. Park Ave. & Irving Pl.)
212 387-8685

West Village **Blue Ribbon Sushi** $51
119 Sullivan St. (bet. Prince & Spring St.)
212 343-0404

West Village **Nagomi** $50
178 Prince St.(Thompson & Sullivan)
212-387-7230

West Village **Soto** $45
357 Sixth Ave.(Washington PL)
212-414-3085

East Village **JEWEL BAKO** $50
239 E. 5th St. (bet. 2nd & 3rd Ave.)
212 979-1012

East Village **LAN** $48
56 3rd Ave. (bet. 10th & 11th St.)
212 254-1958

East Village **Sobakoh** $45
309 E. 5th St. (bet. 1st & 2nd Ave.)
212-254-2244

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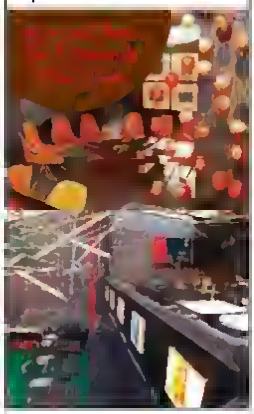
6pm-1am Fri & Sat



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thu-fri. 6pm-12:30am sat 5:30pm-12:30am sun 5:30pm-10:30pm

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*Dishes may vary depending on availability

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dinner 5:30 - 11 pm tuesday - sunday
212.355.3557 / www.restaurantON.com

East Village **Sumile**
154 W 13th St (bet 6th & 7th Ave) $50
212-989-7699

Lower Mhn **Azabu Sushi**
428 Greenwich (basement of Greenwich Grill) $50
212-274-0428

Lower Mhn **Greenwich Grill**
428 Greenwich St (bet Vesty & Laight St) $50
212-274-0428

Brooklyn **Blue Ribbon Sushi**
278 5th Ave (bet 1st St & Garfield) $55
718-840-0406

Brooklyn **Zenkuchi**
77 N 6th St (bet Wythe Ave & Berry St) $60
718-388-9885

Upstate **Nanase**
522 Mamaroneck Ave White Plains NY 10605 $50
914-285-5351

Long Island **TOKU**
2014C Northern Blvd NY 11030 $50
516-627-8858

New Jersey **KIKU**
385 Rt. 17 South Paramus, NJ 07652 $45
201 265-7200

Staten Island **Fushimi**
2110 Richmond Rd (at Lincoln Ave) $42
718-980-5300

$$$$ $66 or more

Upper West **Asiate**
Mandarin Oriental Hotel 35F $100
212-805-8881

Upper West **Bar Masa**
Time Warner Ctr 10 Columbus Cir 4th Fl $69
212-823-9800

Upper West **Gen**
370 Columbus Ave (bet. 77th & 78th St.) $80
212.362.4818

Upper West **Masa**
Time Warner Ctr 10 Columbus Cir 4th Fl $400
212-823-9800

Upper East **KAI**
822 Madison Ave (bet. 68th & 69th St.) $100
212 988-7277

Upper East **Sasabune**
401 E. 73rd St. (bet. 1st & York Ave.) $80
212 249-6563

Upper East **Sushi of Gen**
402 E. 79th St (bet 1st & York Ave.) $70
212-517-5340

Upper East **TORI SHIN**

TORI SHIN is not an ordinary Yakitori Restaurant! Refined Tokyo-style Yakitori is made only with organic chickens from PA. No smoke from the grill with excellent ventilation. Vegetarian dishes are also available. Yaki tori Kaiseki (Omakase) $75
1193 1st Ave (bet 64th & 65th St) $70
212-988-6408

Midtown West **Kobe Club**
68 W 58th St (bet 5th and 6th Ave) $145
212-644-5623

Midtown West **NOBU 57**
40 W 57th St (bet. 5th & 6th Ave.) $100
212-757-3000

Midtown West **Sugiyama**
251W 55th St (bet. Broadway & 8th Ave.) $50
212 956-0670

Midtown East **Hakubai**
The Kitano Hotel 66 Park Ave (at 30th St) $66
212-885-7111

Midtown East **Inagiku**
111 E 49th St (bet. Park & Lexington Ave) $70
212-355-0440

Midtown East **Kuruma Sushi**
7 E. 47th St. 2nd Fl (bet 5th & Madison Ave) $110
212 317 2802

Midtown East **Megu Midtown**
645 UN Plaza (1st Ave Bet. 47th & 48th st) $125
212-964-7777

Chelsea **MORIMOTO**
88 10th Ave (bet 15th and 16th St) $90
212 989-8883

Gramercy **15 EAST**
15 E 15th St (Union Sq W & 5th Ave) $75
212-647-0015

Gramercy **JAPONAIS**
111 E 18th St (bet Irving Pl & Park Ave. S) $75
212-260-2020

West Village **Ushiwakamaru**
136 Houston St (Sullivan & MacDougal) $80
212-228-4161

Lower Mhn **MEGU**
62 Thomas St (Church & W Broadway) $125
212-964-7777

Lower Mhn **NINJA**
25 Hudson St (bet Duane & Reade St) $70
212 274-8500

Lower Mhn **NOBU**
105 Hudson St. (at Franklin St.) $100
212-219-0500

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St. (Franklin & N. Moore St.) $75
212-334-4445

Lower Mhn **Rosanjun**
141 Duane St (bet Church & W Broadway) $80
212-346-7581

CAFE

Upper West **Beard Papa's Upper W**
2167 Broadway (at 76th St.) Cream Puffs
212 799-3770

Upper East **Choux Factory**
1685 1st Ave (bet.87th & 88th St.) Cream Puffs
212-289-2023

Midtown West **Minamoto Kitchoan**

Serving true flavor of Japanese tradition with beautifully shaped and colorful confections made from all healthy ingredients to express the elements of each season. Enjoy the delicious creations with hot green tea as they perfectly complement each other.
608 Fifth Ave (49th St. bet 5th & 6th) Confectionery
212-489-3747 www.kitchoan.com

West Village **Beard Papa's W. Village**

We bake our special choux pastry several times daily and our secret recipe of whipped cream custard is made on the premise. You can taste the difference of our commitment to serve only the freshest cream puffs with the highest quality in every bite.
5 Commerce St (bet 6th Ave & Bleecker St) Cream Puffs
212-989-6755

Midtown East **Cafe Zaiya Midtown E**
18 E 41 St (bet. 5th & Madison Ave.) Bakery
212 779-0500

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Edgewater, NJ 07020
201-313-9335

Midtown East **Choux Factory** — Cream Puffs
869 1st Ave (bet 48th & 49th St)
212-223-0730

Midtown East **TAFU New York** — Dessert Tea

A wide selection of products, including Matcha green tea, loose tea leaves and tea bags, famous tea inspired sweets and special gift sets of authentic Japanese tea and tea utensils. Natural ingredients free of additives, chemicals or preservatives
569 Lexington Ave (51st btwn 3rd & Lex)
212-980-1310 www.tafuny.com

East Village **Bread Papa's Astor Pl** — Cream Puffs
740 Broadway (bet Astor & Waverly Pl)
212-353-0088

East Village **Cafe Zaiya East Village** — Bakery
49 Cooper Sq (at St. Marks St.)
212-253-9700

East Village **Cecil Cafe Crepe** — Crepe
135 1st Ave (bet St Marks & 9th St)
212 460-5102

East Village **Gateaux Bakery** — Bakery
454 Ridgedale Rd Ridgedale NJ 07961
201 539-1131

East Village **PANYA** — Bakery
10 Stuyvesant St (bet 2nd & 3rd Ave)
212-777-1930

Lower Mhn **Rhaon Cafe** — Cafe
159 Spring St (Sullivan & Thompson St)
212-966-7040

New Jersey **Minamoto Kitchonn** — Confectionery
595 River Rd Edgewater NJ
201-313-9335

New Jersey **Parisienne** — Bakery
250 Main St Fort Lee NJ 07024
201 592-6878

KARAOKE

Upper East **Box Snack Riki** — $10/h $30 m nim
141 E 45th St 2F(bet Lex & 3rd Ave)
212-986-5612

Upper East **Box Snack Riki-2** — $8/h $30 m nim
250 E 52nd St (bet 2nd & 3rd Ave) 2F
917-533-0418

Upper East **Iggy's** — no charge
1452 2nd Ave (bet 75th & 76th St)
212-627-8043

Midtown West **Japas 55** — 6/h /person
253 W 55th St (bet Broadway & 8th Ave)
212 765-1210

Midtown East **Japas 27** — $6/h /person
366 3rd Ave (bet 25th & 27th St)
212-683-2329

Midtown East **Japas 38** — $8/h /person
2 E 39th St (bet 5th & Madison Ave)
212-679-4040

Midtown East **Karaoke Duet 48**

A grand ose karaoke spot with 16 spacious and comfortable private rooms. Sing your heart out with a big flat panel screen and over 100 000 songs to choose from Japanese seke and shochu available
304 E 48th St (at 2nd Ave)
212-753-0030/0031 www.karaokeduet.com — $6/h per person

Midtown East **Karaoke Top Tunes** — $2/song
303-305 E 53rd St (bet 1st & 2nd Ave)
212-758-3818

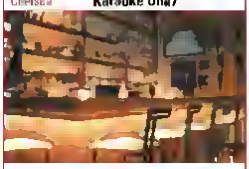
Korea Town **iBop Karaoke** — $6/h
25 W 35th St 3rd Fl (bet 5th and 6th Ave)
646-752-4895

Korea Town **Karaoke Duet 35** — $4/h /person
53 W 35th St 2nd Fl (bet 5th & 6th Ave)
646-473-0828

Korea Town **Tinga Tinga Karaoke** — $10/h /box
102 Madison Ave 6th Fl (bet 32nd & 33rd St)
212 213-0875

Korea Town **Toto Music Studio** — $35/h /box
36 W 32nd St #5 (bet 32nd and 33rd St)
212-684-6644

Chelsea **Karaoke One7**



Karaoke One7 offers the city's largest song selection of over 80,000 in 13 different languages and new songs are added monthly Sing at the bar for $2 per song or sing with your friends in a room equipped with a Hi-Fi sound plasma TV We do variety of drinks available from the bar Drinks are half price during Happy Hour (2pm - 7pm) with some restrictions Open 7 days from 2pm to 4am Large party rooms available Call for reservations
28 W 17th St (bet 5 & 6Ave)
212 675-3527 www.karaoke17.com — $2/song

East Village **Lush Lounge** — 35/h /box
9 E 13th St (bet 5th Ave & University Pl)
646-449-8225

East Village **Planet Rose** — $2/song
213 Avenue A (bet 13th & 14th St)
212-353-9500

East Village **Sing Sing (Ave. A)**

SING-SING KARAOKE AVENUE A

Among the newest and trendiest restaurants on Avenue A Sing Sing offers a bar lounge and 15 private rooms for karaoke It is a perfect place for get-together with friends after 4 more Large party rooms are available for up to 30 people OPEN 7 DAYS
81 Avenue A (bet 5th & 6th St)
212-674-0700 www.karaokesingsing.com — $7/h per person

East Village **Sing Sing (St. Marks)**

SING-SING KARAOKE ST. MARKS

Conveniently located on St Marks Street in the heart of East Village Sing Sing is a Karaoke lounge with 16 Private Rooms This brand new lounge is a great spot for young adults who love to sing OPEN 7 DAYS 1 00PM-4 00AM Party@karaokesingsing com
9 St Marks Pl 2nd Fl (bet 2nd & 3rd Ave)
212 387 7800 www.karaokesingsing.com — $7/h per person

Lower Mhn **Asia Rama Bar & Lounge** — no charge
40 Mulberry St (at Worth St)
212 385-1133

Lower Mhn **Bmy Karaoke Bar** — $30/h /car
8 Thompson St 2Fl (bet 6th Ave & Canal St)
212-334-6400

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GRAND OPENING

HAPPY HOUR (OPEN-6PM)
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Fri-Sun $5 (person/hour)

KARAOKE MARATHON You can sing as long as you want from open until 8 pm with flat!!
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★Relaxing atmosphere with a flat panel TV in each room
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★VIP room for parties of up to 20 people available

304 E 48th St (at 2nd Ave) 212-753-0030/0031 www.karaokeduet.com
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White Chocolate Mousse Cake $29 95

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203 E. 10th St.
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Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available
M Tu W Day Close
Th F Sa Su
Romantic Dining
Vegetarian Friendly
L Open for Lunch
Delivery
Family Dining
Local Favorite
Business Dinner

$ $25 and below

CHINESE

Upper West — **Ivy's Cafe**
158 W. 72nd St. (Broadway & Columbus Ave.) — 212-787-3333 — $23

Upper West — **Olha's**
1531 Broadway (bet. 47th & 48th St.) — 212 505-6161 — $25

Upper West — **Ollie's**
2957 Broadway (at 116th St.) — 212-932-3300 — $20

Upper East — **Chef Ho's**
1720 2nd Ave. (bet. 89th & 90th St.) — 212 348-9444 — $25

Upper East — **Hunan Balcony**
1650 3rd Ave. (bet. 92nd & 93rd St.) — 212 517-2088 — $18

Upper East — **Lin's Noodle & Grill**
1500 3rd Ave. (bet. 84th & 85th St.) — 212-535-1313 — $22

Upper East — **Our Place Cuisines**
1444 3rd Ave. (bet. 81st & 82nd St.) — 212 288-4986 — $25

Midtown West — **Grand Sichuan**
745 9th Ave. (at 50th & 51st St.) — 212 541-2288 — $15

Midtown West — **Joe's Shanghai**
24 W. 56th St. (bet. 5th & 6th Ave.) — 212 333-3868 — $20

Midtown West — **Olha's**
200-B W. 44th St. (bet. 7th and 8th Ave.) — 212 921-5980 — $15

Midtown West — **Taag's Pavilion**
65 W. 55th St. (bet. 5th & 6th Ave.) — 212 956-6868 — $20

Midtown West — **Wu Liang Ye**
36 W. 48th St. (bet. 5th & 6th Ave.) — 212-354-2306 — $25

Midtown East — **Evergreen**
10 E. 38th St. (bet. 5th & Madison Ave.) — 212 447 1189 — $23

Midtown East — **Grand Sichuan**
1049 2nd Ave. (at 55th & 56th St.) — 212 355-5656 — $20

Midtown East — **Mee Noodle Shop**
922 2nd Ave. (at 49th St.) — 212 [illegible]-0027 — $15

Midtown East — **Our Place Shanghai**
141 E. 56th St. (bet. Lexington & 3rd Ave.) — 212 753-3900 — $25

Chelsea — **Grand Sichuan**
227 Lexington Ave. (bet. 33rd & 34th St.) — 212-679-9770 — $25

Chelsea — **Grand Sichuan**
229 9th Ave. (at 24th St.) — 212-620-5200 — $20

Chelsea — **Rickshaw Dumpling**
61 W. 23rd St. (bet. 5th & 6th Ave.) — 212-924-5220 — $20

West Village — **Empire Szechuan**
173 7th Ave. S. (at Perry St.) — 212 243-6046 — $15

East Village — **Dumpling Man**
100 St. Marks Pl. (bet. 1st & Ave. A) — 212 505-2121 — $11

East Village — **Rickshaw Dumpling**
53 E. 8th St. (bet. Broadway & University) — 212-411 1750 — $20

Lower Manhattan — **amazing 66**
66 Mott St. (bet. Bayard & Canal St.) — 212-334-0095 — $23

Lower Manhattan — **Au Maadarin**
200-250 Vesey St. (at West St.) — 212 385-0313 — $18

Lower Manhattan — **Big Wang**
67 Mott St. (bet. Bayard & Canal St.) — 212 964-0540 — $13

Lower Manhattan — **China Chalet**
47 Broadway (Exchange Pl. & Morris St.) — 212-943-4380 — $25

Lower Manhattan — **Congee Village**
100 Allen St. (bet. Broom & Delancy) — 212-941-1818 — $15

Lower Manhattan — **Dim Sum Go Go**
5 E. Broadway (bet. Catherine & Olive St.) — 212 732-0797 — $15

Lower Manhattan — **Excellent Dumpling**
111 Lafayette St. (Canal & Walker St.) — 212-219-0212 — $15

Lower Manhattan — **Golden Unicorn**
18 E. Broadway (Division & Catherine St.) — 212-941-0811 — $15

Lower Manhattan — **Jing Fong**
20 Elizabeth St. (bet. Bayard & Canal St.) — 212-964-5256 — $20

Lower Manhattan — **Joe's Ginger**
25 Pell St. (at Doyers St.) — 212 285-0333 — $15

Lower Manhattan — **Joe's Shanghai**
9 Pell St. (bet. Bowery & Mott St.) — 212 233-8888 — $15

Lower Manhattan — **Lin's Dumpling House**
28 Bowery (at Bayard St.) — 212-349-0303 — $10

Lower Manhattan — **Mandarin Court**
61 Mott St. (bet. Bayard & Canal St.) — 212-608-3838 — $15

Lower Manhattan — **Mr Tang**
60 Mott St. (Bayard St.) — 212 233-[illegible] — $20

Lower Manhattan — **New Bo-Ky**
80 Bayard St. (bet. Mott & Mulberry St.) — 212-406-2252 — $10

Lower Manhattan — **New Green Bo**
66 Bayard St. (bet. Elizabeth & Mott St.) — 212-625-2356 — $15

Lower Manhattan — **Oriental Garden**
14 Elizabeth St. (bet. Bayard & Canal St.) — 212-619-0015 — $20

Brooklyn — **Fann**
209 Smith St. (bet. Baltic & Butler St.) — 718-694-2277 — $15

Queens — **East Manor**
46-45 Kissena Blvd. (at Laburnum Ave.) — 718-886-8858 — $15

KOREAN

Upper West — **Don's Bogam**
17 E. 32nd St. (bet. 5th & Madison Ave.) — 212-683-2200 — $25

Upper Town — **Franchia**
12 Park Ave. (bet. 34th & 35th St.) — 212 213-1001 — $25

Korea Town — **Gam Mae Ok**
43 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-695-4113 — $20

Korea Town — **HAN BAT**
53 W. 35th St. (bet. 5th & 6th Ave.) — 212-725-5588 — $15

Korea Town — **Hyo Dong Gak**
51 W. 35th St. (bet. 5th & 6th Ave.) — 212-695-7167 — $15

Korea Town — **Kumtaag House**
32 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-947-3482 — $15

Korea Town — **Kum Gang San**
49 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-967-0909 — $20

Korea Town — **Kunjip Restaurant**
9 W. 32nd St. (bet. 5th Ave. & Broadway) — 212 216-9417 — $15

Korea Town — **Seoul Garden**
34 W. 32nd St. (bet. 5th Ave. & Broadway) — 212 736-9002 — $15

Korea Town — **Shilla**
37 W. 32nd St. (bet. 5th Ave. & Broadway) — 212 967 1990 — $25

Korea Town — **Won Jo**
23 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-695-8115 — $20

Korea Town — **Woo Chon**
10 W. 36th St. (bet. 5th & 6th Ave.) — 212-695-0676 — $20

West Village — **Penang Gumey Oriva**
541 La Guardia Pl. (W. 3rd & Bleecker) — 212-477-0600 — $20

East Village — **Ban Joo**
107 1st Ave. (bet. 6th & 7th St.) — 212-505-7974 — $20

East Village — **Oak Suai's**
119 1st Ave. (bet. 7th St & St. Marks Pl.) — 212-477-[illegible]509 — $15

East Village — **Sura**
106 E. 3rd St. (bet. 3rd & 4th Ave.) — 212-982-6360 — $25

Lower Manhattan — **Kuri**
253 Church St. (bet. Leonard & Franklin St.) — 212-334-0909 — $20

Lower Manhattan — **Li Hua**
171 Grand St. (bet. Centre & Baxter St.) — 212-343-0050 — $20

Brooklyn — **Oakebi**
199 Grand St. (bet. Bedford and Driggs Ave.) — 718-782-1424 — $20

Upstate — **Kalbi House**
291 Central Ave. (Wh te Plains, NY 10606 — 914-328-0251 — $25

New Jersey — **Gam Mae Ok**
485 Main St. Fort Lee, NJ 07024 — 201-242-1333 — $20

THAI

Upper West — **Land**
450 Amsterdam Ave. (bet. 81st & 82nd St.) — 212-501-8121 — $25

Upper West — **Lemongrass Grill**
2534 Broadway (at 95th St.) — 212-665-0600 — $22

Upper East — **Jasmine**
1619 2nd Ave. (at 84th St.) — 212-517-8854 — $25

Upper East — **Sa-Woy**
1479 1st Ave. (at 77th St.) — 212 744-6374 — $20

Upper East — **Sala Thai**
1711 2nd Ave. (bet. 89th & 90th St.) — 212-410-2557 — $25

Upper East — **Spica**
1411 2nd Ave. (bet. 73rd & 74th St.) — 212-396-5348 — $25

Upper East — **Viaag Ping**
1393A 2nd Ave. (bet. 72nd & 73rd St.) — 212 249-8484 — $22

Upper West — **BANGKOK HOUSE**

Established in summer of 2002, Bangkok house has been recognized as one of the best Thai restaurants in Manhattan. It features a great location near both Times Square and all Broadway Theaters. Listed one of the top ten best Thai restaurant in NYC by Citysearch
300 W 46th St (bet. 8th & 9th Ave.) — 212-541-5943 www.bangkokhousenyc.com — $15

Midtown West — **Bhaeze**
511 9th Ave (bet. 45th & 46th St.) — 212 262-7777 — $25

Midtown West — **Chanpen Thai**
751 9th Ave. (at 51st St.) — 212-582-6808 — $20

Midtown West — **Pam Real Thai**
402 W. 47th St. (bet. 9th & 10th Ave.) — 212-315-4441 — $20

Midtown West — **Pongsri Thai**
244 W. 46th St. (bet. Broadway & 9th Ave.) — 212-582-3382 — $25

Midtown West — **Topaz Thai**
127 W. 56th St. (bet. 6th & 7th Ave.) — 212-957-9020 — $15

YUM YUM 3

YUM YUM 3 is the third and most exciting of all the Yum Yum family of restaurants. Conveniently located at corner of 46th St. and 9th Ave. we offer the most authentically traditional Thai menu and most affordable prices you can find in Manhattan.
858 9th Ave. (bet. corner of 46th St.) — 212-956-0539 www.yumynm3.com — $15

YUM YUM BANGKOK

Casual hip atmosphere inexpensive but very worthwhile cuisine—a fun place to chill. We feature a variety of authentic Thai cuisine seafood beef pork and fish curried dishes, and weekly Chef's special. Prix fixe special only $14.95.
850 9th Ave. (bet. 45th & 46th St.) — 212-262 7244 www.yumbangkoknyc.com — $15

Uptown — **Jaya Thai**
356 3rd Ave. (bet. 28th & 29th St.) — 212-889-1330 — $25

Chelsea **Lemongrass Grill**
136 E 34th St (bet Lexington & 3rd Ave)
212-213-9317 $20 L

Chelsea **Pad Thai**
114 8th Ave (bet 15th & 16th St)
212-691-6226 $25 L

Chelsea **Pongsri Chelsea**
165 W 23rd St (bet 6th & 7th Ave)
212-645-4808 $20 L

Chelsea **Regional Thai**
208 7th Ave (bet 21st & 22nd St)
212-807-6972 $20 L

Chelsea **Room Service**
168 8th Ave (bet 16th & 17th St)
212-691-0299 $25 L

Chelsea **Royal Siam**
240 9th Ave (bet 22nd & 23rd St)
212-741-1732 $15 L

West Village **Galanga**
149 W 4th St (bet Macdougal & 6th)
212-228-4267 $15 L

West Village **Lemongrass Grill**
3 E 13th St (bet 5th Ave & University Pl)
212-242-9606 $20 L

West Village **Lime Thai Bistro**
29 7th Ave S (bet Behlmer & Morton St)
212-727-2676 $20 L

West Village **Prem-on Thai**
13a W Houston St (MacDougal & Sullivant)
212-353-2338 $25 L

East Village **Elephant**
5 E 1st St (bet 1st & 2nd Ave)
212 505-7739 $25 L

East Village **Holy Basil**
143 2nd Ave (bet 8th & 10th St)
212-460-5557 $15

East Village **Klong**
7 St. Marks Pl (bet. 2nd & 3rd Ave)
212 505-9955 $20 L

East Village **SEA**
75 2nd Ave (bet 4th & 5th St)
212 228-5605 $15 L

East Village **Spice**
60 University Pl (bet 10th & 11th St)
212 572-3758 $15 L

Lower Manhattan **Kin Khao**
171 Spring St (Thompson & W Broadway)
212-941-9339 $25 L

Lower Manhattan **Kuma Inn**
113 Ludlow St 2Fl (Delancey & Rivington)
212-353-8866 $25 L

Lower Manhattan **Peep**
177 Prince St (bet Sullivan & Thompson St)
212 254-7337 $20 L

Lower Manhattan **Pongsri**
109 Bayard St (bet Baxter St)
212 394-3132 $20 L

Brooklyn **Lily Thai**
615 Grand St (bet Leonard & Lorimer St)
718-218-7522 $10 L

Brooklyn **Long Tan**
196 8th Ave (bet. Berkeley & Union Sq)
718-922-8444 $25

Brooklyn **SEA**
114 N 6th St (at Berry St)
718-384-8850 $24 L

Brooklyn **Tuk Tuk**
204 Smith St (bet Baltic & Butler St)
718-222-5596 $12 L

VIETNAMESE

Upper West **Saigon Grill**
620 Amsterdam Ave (at 90th St)
212-875-1072 $25 L

Upper East **Asia Grill**
1238 2nd Ave (at 65th St)
212 753-9818 $20 L

Upper East **Vermicelli**
1492 2nd Ave (bet 77th & 78th St)
212 288-8999 $20 L

Korea Town **PHO32**
2 W 32nd St (bet 5th Ave & Broadway)
212-695-0808 $20 L

Chelsea **Bao Noodles**
361 2nd Ave (bet 22nd & 23rd St)
212 725-7770 $22 L

Chelsea **Lannem**
303 3rd Ave (bet 27th & 28th St)
212-686-5188 $15 L

Chelsea **O Mai**
158 9th Ave (bet. 18th & 20th St)
212-633-0550 $25

Chelsea **Omai**
158 9th Ave (bet 19th & 20th St)
212-633-0550 $20 L

West Village **Saigon Grill**
91 University Pl (bet 11th & 12th St)
212 982-9531 $25 L

East Village **Nicky's Viet**
150 E 2nd St (at Ave A)
212 388-1088 $9 L

Lower Manhattan **HOIAN**
135 W Broadway (bet Thomas & Dunne St)
212-233-1330 $15 L

Lower Manhattan **Nam**
110 Reade St (Church & W Broadway)
212 227 1777 $20 L

Lower Manhattan **Nha Trang**
87 Baxter St (bet Bayard & Canal St)
212-233-5348 $15 L

Lower Manhattan **Pho Ta Do**
118 Bowery St (bet Hester & Grand St)
212 966-2866 $20 L

Lower Manhattan **Viet Cafe**
345 Greenwich St (bet Harrison and Jay St)
212-431 5888 $25 SL

Brooklyn **Nicky's Viet**
311 Atlantic Ave (bet Hoyt & Smith St)
718-855-8838 $9 M L

OTHER

Upper West **Rain**
100 West 72nd St (Amsterdam & Columbus)
212 501 0776 $20

Midtown West **Blue Chili**
251 W 51st St (bet. 8th & Broadway)
212-489-5237 $20 L

Midtown West **VYNL**
754 9th Ave (bet 50th and 51th St.)
212 974-2009 $25 L

Murray Hill **Zen Palate**
663 9th Ave. (at 48th St.)
212 582 1666 $25 L

Chelsea **Planet Thailand 212**
30 W 24th St (bet. 5th & 6th Ave)
212 727 7026 $25 L

Chelsea **Rice on Lexington Ave**
115 Lexington Ave (at 28th St)
212-686-5400 $20 L

Chelsea **Vela**
55 W 21st St (bet. 5th & 6th Ave)
212-675-9007 $20

West Village **Cafe Asean**
117 W 10th St (Greenwich & 6th Ave)
212-633-0348 $22 L

East Village **Friendhouse**
99 3rd Ave (bet 12th & 13th St)
212-995-1838

East Village **Lonham**
121 University Pl (at 13th St)
212-420-1179 $20 L

East Village **MA*YA**
234 E 4th St (bet Ave A & B)
646-313-1367 $20 L

East Village **Shiki Kitchen**
136 1st Ave (bet. 9th & St Marks Pl)
212-614-1605 $25

Lower Manhattan **Kampachee Noodle Bar**
78 Rivington St (at Allen St)
212-529-3901 $25 L

Lower Manhattan **Rice**
292 Elizabeth St (Houston & Bleecker)
212-226-5775 $20 L

Brooklyn **Chai Home Kitchen**
124 N 6th St (corner Berry St)
718-599-5885 $16 L

Brooklyn **Planet Thailand**
133 N 7th St (bet. Bedford Ave & Berry St)
718-599-5758 $25 L

Brooklyn **Rice**
166 DeKalb Ave (at Cumberland St)
718-858-2700 $20 L

Brooklyn **Rice**
81 Washington St (bet. Front & York St)
718-222-9680 $20 L

Brooklyn **Snacky**
187 Grand St (bet. Bedford & Diggs Ave)
718-486-4848 $10 Su

New Jersey **AOZORA Restaurant**
407 Bloomfield Ave Montclair NJ 07042
973-233-9400 $25 L

New Jersey **Bistro En**
252 Degraw Ave Teaneck NJ 07666
201-862-0700 $25 M

$$ $25 - 40

CHINESE

Upper East **Cafe Evergreen**
1288 1st Ave (bet 69th & 70th St)
212 744-3288 $20 L

Upper East **Philippe**
33 E 60th St (bet. Madison & Park Ave.)
212-644-8885 $40 L

Upper East **Pig Heaven**
1540 2nd Ave (bet 80th & 81st St)
212 744-4333 $30 L

Upper East **Shanghai Pavilion**
1378 3th Ave (bet 78th & 79th St)
212-505-3388 $37 L

Upper East **Wu Liang Ye**
215 E 86th St (bet 2nd & 3rd Ave.)
212-534-8858 $29 L

Midtown West **Ruby Foo's Times Sq.**
1626 Broadway (bet 49th & 50th St)
212-489-5600 $30 L

Midtown East **Chiam Chinese Cuisine**
160 E 48th St (bet Lexington & 3rd Ave.)
212-371-2323 $40 L

Midtown East **Dynasty Sang**
511 Lexington Ave (at 48th St)
212-355-1200 $35 L

Midtown East **Peking Duck House**

BEST PEKING DUCK IN NYC
Our house specialty and a crowd favorite. Our duck is roasted in an oven until the meat is tender and the skin is crispy. www.pekingduckhouseny.com
236 E 53rd St (bet 2nd & 3rd Ave)
212 753-8266 $33 L

Midtown East **Tse Yang Restaurant**
34 E 51st St (bet Park & Madison Ave)
212-888-5447 $40 L

Gramercy **Wakiya**
2 Lexington Ave (at 21st St)
212-995-1330 $40

West Village **Chinatown Brasserie**
380 Lafayette St (at Great Jones St)
212-533-7000 $40 L

KOREAN

Midtown East **Korea Palace**
127 E 54th St (bet Park & Lexington Ave)
212-832-2350 $30 SL

Korea Town **Cho Dang Gol**
55 W 35th St (bet 5th & 6th Ave)
212-695-8222 $30 L

Korea Town **HANGAWI**
12 E 32nd St (bet 5th & Madison Ave)
212-213-0077 $30 L

Korea Town **Kang Suh**
1250 Broadway (at 32 nd St)
212-564-0845 $30 L

West Village **Do Hwa**
55 Commerce St (at Bedford St)
212-414-1224 $30 L

Midtown **Persimmon Kimchi House**

The true taste of Korea. Seasonal 5-course prefix menu changes every two weeks. All homemade including many variety of seasonal kimchi and other dishes using ingredients from local farmers and farms in Korea. Enjoy chef Youngsun Lee's Neo-Korean cuisine
277 E 10th St (bet 1st & Ave A)
212-260-3010 www.persimmonkimchi.com $37 L

THAI

Midtown West **Chai Home Kitchen**
330 9th Ave (at 35th St)
212-707-8778 $20 L

West Village **Highline**
835 Washington St (bet Little W 12th St)
212-243-3339 $36 L

Queens **Erawan**
213-41 39th Ave. (at Bell Blvd)
718-229-1620 $30

Queens **O Thai Bistro**
109-25 Ascan Ave (bet Austin & Burns St)
718-761-6588 $20 L

VIETNAMESE

Midtown East — **Boi**
246 E 44th St (bet. 2nd & 3rd Ave.) — $30 L
212-681-6541

Lower Mhn — **Mai House**
186 Franklin St. (Greenw ch and Hudson) — $35
212-431-0606

OTHER

Upper W — **Hispaniola**
933 W 181st St (at Cabrini Blvd.) — $35 L
212-740-5222

Upper West — **Penang**
240 Columbus Ave. (bet. 71st & 72nd St.) — $30 L
212-769-3888

Upper West — **Suhy s Foo's Uptown**
2182 Broadway (bet. 77th & 79th St.) — $35 L
212-724-6700

Upper East — **Amber**
1406 3rd Ave. (at 80th St.) — $34 L
212 249-5020

Upper East — **Gobo**
1426 3rd Ave. (at 81st St.) — $31 L
212-288-5053

MOCO

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516A 3rd Ave. (bet. 34th & 35th St.) — $30 L
212-685-3663

Ave V Village — **Chow Bar**
230 W 4th St. (W 10 & Christopher St.) — $38
212-633-2212

East V llage — **0 G.**
507 E 9th St. (bet. Ave A & B) — $30
212-477-4643

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CHINESE

Upper West — **Shun Lee West**
43 W 65 St (Columbus & Central Pk W.) — $52 L
212-595-8895

M dtown East — **M8 Ko**
570 Lexington Ave. (at 51st St.) — $50 L
212-583-1686

THAI

Lower Mhn — **Kittichai**
60 Thompson St. (bet. Broome & Spring) — $56 L
212-219-2000

VIETNAMESE

Midtown East — **Le Colonial**
149 E. 57th St. (bet. Lexington & 3rd Ave.) — $50 L
212 752-0808

East V llage — **Indochine**
430 Lafayette St. (Astor Pl. & 4th St.) — $50
212-505-5111

OTHER

M dtown West — **Bue 57**
60 W 57th St. (at 6th Ave.) — $45 L
212-307-5656

Mdtn East — **Aja Asian Bistro**
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212-888-4008

M dtown East — **Asia De Cuba**
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(bet. 8th Ave. & Broadway)
212-582-3392

Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

GROCERY

JAS Mart 1
2647 Broadway (bet. 103rd & 104th St.) | 212-866-4780 | Japanese

M2M Broadway & 114th
2935 Broadway (bet. 114th & 115th St.) | 212-280-4600 | Japanese

Katagiri & Co., Inc
224 E. 59th St. (bet. 2nd & 3rd Ave.) | 212-755-3567 | Japanese

Yagura
24 E. 41st St. (bet. 5th & Madison Ave.) | 212-679-3777 | Japanese

Han Ah Reum
25 W. 32nd St. (bet. Broadway & 5th Ave.) | 212-695-3283 | Korean

Woorijip
12 W. 32nd St. (bet. 5th Ave. & Broadway) | 212-244-1115 | Korean

JAS Mart 3
34 E. 23rd St. (bet. Park & Madison Ave.) | 212-817-8682 | Japanese

Chaz Nash
600 Washington St. (at Leroy St.) | 212-675-2649 | Japanese

JAS Mart 2
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) | 212-420-1370 | Japanese

M2M E. Village
200 E. 11th St. (at 3rd Ave.) | 212-353-2696 | Japanese

Sunrise Mart
4 Stuyvesant St. 2nd Fl. (3rd Ave. & 9th St.) | 212-598-3040 | Japanese

Pearl River Mart
477 Broadway (Grand St. & Broom St.) | 800-878-2440 | Chinese

Sunrise Mart, SoHo
494 Broome St. (W. Broadway & Wooster) | 212-219-0333 | Japanese

Tonjin Mart
91 Mulberry St. (bet. Canal & Bayard St.) | 212-962-6622 | Japanese

Tonjin Mart
5616 Fort Hamilton Pkwy. (at 56th & 60th St.) | 718-238-0373 | Japanese

Family Market
29-15 Broadway (bet. 28th & 30th St.) | 718-956-7925 | Japanese

Han Ah Reum
141-43 Northern Blvd. (Parsons & Bowne) | 718-358-0700 | Korean

Han Ah Reum
156-40 Northern Blvd. (156th & 157th St.) | 718-886-0005 | Korean

Han Ah Reum
29-02 Union St. (at 29th Ave.) | 718-445-5858 | Korean

Han Ah Reum
56-11 Woodside Ave. (59th & 60th St.) | 718-446-0758 | Korean

Han Ah Reum
400 Hillside Ave. Williston Park, NY 11596 | 516-699-0270 | Korean

Sakura-ya
73-05 Austin St. (bet. Ascan Ave. & 73rd Rd.) | 718-268-7220 | Japanese

Asian Market
91 Colvin Ave. Albany NY 12206 | 518-458-8166 | Chinese

DAIDO
522 Mamaroneck Ave. White Plains NY | 914-683-4735 | Japanese

DS Seafood
14-18 North Central Ave. Hartsdale NY 10530 | 914-946-9065 | Japanese

Fuji Mart, Scarsdale
818 White Plains Rd. Scarsdale NY 10583 | 914-472-1468 | Japanese

Kam San Foods
22 Barker Ave. White Plains NY 10601 | 914-428-4500 | Korean

NIJIYA Market
18 N. Central Ave. Hartsdale NY 10530 | 914-949-2175 | Japanese

Dishinba
283 Halstead Ave. Harrison NY 10528 | 914-835-4390 | Japanese

Nara Japanese Foods
169A Main St. Port Washington, NY 11050 | 516-883-1836 | Japanese

Shin Nippoa Do
83 Manorhaven Ave. Port Washington NY 11577 | 516-625-1814 | Japanese

Family Market NJ
10 Franklin Tpk. Waldwick, NJ 07463 | 201-444-5133 | Japanese

Han Ah Reum
516-14 Old Post Rd. Edison-NJ 08817 | 732-248-8586 | Korean

Han Ah Reum
1720 Marlton Pike Cherry Hill NJ 08003 | 856-489-4611 | Korean

Han Ah Reum
25 Lafayette Ave. Englewood NJ 07631 | 201-871-8822 | Korean

Han Ah Reum
280 Bergen Tpke. Little Ferry NJ 07643 | 201-814-0400 | Korean

Han Ah Reum
321 Broad Ave. Ridgefield, NJ 07657 | 201-945-9600 | Korean

Mitsuwa Marketplace
595 River Rd. Edgewater NJ 07020 | 201-941-3113 | Japanese

Ridgewood Fisheries
30 Prospect St. Ridgewood NJ 07450 | 201-670-0882 | Japanese

Fuji Mart
1212 E. Putnum Ave. Riverside CT 06878 | 203-698-2107 | Japanese

J-Mart
15 Orange St. New Haven CT 06510 | 203-782-1234 | Japanese

Kotobukiya
1915 Massachusetts Ave. Cambridge MA | 617-354-6914 | Japanese

Maido
28 N. Narberth Ave. Narberth PA 19072 | 610-747-0657 | Japanese

Tokyo Japanese Store
5855 Ellsworth Ave. Pittsburg PA 15232 | 412-661-3777 | Japanese

LIQUOR

Gotham Wines & Liquors
2517 Broadway (bet. 93rd & 94th St.) | 212-932-0990 | Sake

Nancy's Wine
313 Columbus Ave. (bet. 74th & 75th St.) | 212-877-4040 | Sake

Garnet Wine
325 Lexington Ave. (bet. 68th & 69th St.) | 212-772-9211 | Sake

Mister Wright
1533 3rd Ave. (bet. 90th & 90th St.) | 212-722-4564 | Sake

Ambassador Wine
1020 2nd Ave. (at 54th St.) | 212-421-5078 | Sake, Shochu

Landmark wine
167 W. 23rd St. (6th & 7th Ave.) | 212-242-2323 | Sake, Shochu

Union SQ Wine
140 5th Ave. (at 19th St.) | 212-675-8100 | Sake

LEDU WINES
500 Washington St. (at Leroy St.) | 212-924-6999 | Sake

Astor Wine
399 Lafayette St. (at 4th St.) | 212-674-7521 | Sake

MJK liquor
161 3rd Ave. (bet. 16th & 17th St.) | 212-475-8166 | Sake

Sakaya
324 E. 9th St. (bet. 1st and 2nd Ave.) | 212-505-7253 | Sake

Warehouse Wines
735 Broadway (at W. 8th St.) | 212-982-7770 | Shochu

East Village Wine
189 Stanton St. (bet. Clinton & Attorney) | 212-358-7700 | Sake

Granyetta Wine
151 Grand St. (bet. Crosby & Lafayette St.) | 212-925-1236 | Sake

New York Wine EX
9 Broadway (bet. Morris & Battery Pl.) | 212-422-2222 | Sake, Shochu

September Wines L.E.S.
100 Stanton St. (at Ludlow St.) | 212-308-0770 | Sake

Heights Chateau
123 Atlantic Ave. Brooklyn NY 11201 | 718-330-0953 | Sake, Shochu

Smith and Vine
255 Smith St. (bet. Douglass & Degraw) | 718-243-2664 | Sake

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12 N. Central Ave. Hartsdale NY 10530 | 914-949-6900 | Sake, Shochu

Delite Super Market
420 Washington St. Hoboken, NJ 07030 | 201-420-7600 | Sake, Shochu

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Central Bosai U.S.A., Ltd
55-30 46th Street Maspeth NY 11378 | 718-729-9966 | Food

Dairi Trading Co., Inc.
14-50 128th St. College Point NY 11356 | 718-539-6100 | Food

JFC International Inc.
40 Vinick Ave. Brooklyn NY 11237 | 718-450-8805 | Food, Sake

Nishimoto Trading Co
602 Washington Ave. Carlstadt, NJ 07072 | 201-804-1600 | Food, Sake

NY Mutual Trading Inc
25 Knickerbocker Rd. Moonachie NJ 07074 | 201-933-9555 | Food, Sake

Wine of Japan Import
235 W. Parkway Pompton Plains NJ 07444 | 973-835-0585 | Sake

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MORINAGA TOFU PUREE ENHANCES MOLECULAR COOKING

Tofu Puree forms a paste while keeping the tofu flavor. This allows me to transform it into anything from thin dressings to solid-texture dishes very easily.

—Yusuke Nose, Ninja New York

TOFU PUREE'S FLEXIBILITY INSPIRES EXECUTIVE CHEF

I fell in love with Morinaga Tofu Puree as soon as I was introduced to this revolutionary product," says Ninja New York's executive chef, Mr. Yusuke Nose, who creates equally revolutionary dishes. He loves to play with ingredients, presentation, and even the performance of serving the dishes and is always exploring something new. What appeals most to this chef is Tofu Puree's flexibility. Here at Ninja he uses Tofu Puree in his grasshopper cocktail. "Tofu Puree is easy to shake and is nicely mixed with mint and chocolate liquor, so it is perfect for this popular cocktail," says Chef Nose.

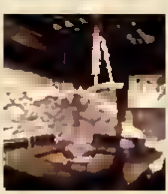
He continues, "Tofu Puree forms a paste while keeping the tofu flavor. This allows me to transform it into anything from thin dressings to solid-texture dishes very easily." He recently tried using it in molecular cooking and was able to create a completely new texture. Molecular cooking is a style of cooking that explores new possibilities in the kitchen by embracing science, research, and technological advances in equipment. If you've seen small, jewel-like spheres of grapefruit jelly, they're a result of molecular cooking. Chef Nose has used this unique technique to create three Tofu Puree dishes: Tofu Caviar, Hiyayakko (Cold Tofu) with Tosazu Jelly, and Foamed Tofu with Lobster and Caviar Jelly. Tofu Caviar resembles a quail egg and pops and melts in the mouth. Although Chef Nose uses traditional ingredients to make Hiyayakko, his idea of using gelatin for tofu and kanten (agar) for Tosa-zu (soy sauce- and vinegar-based dressing) produces a harmony of unique textures. Foamed Tofu features layers of different textures derived from molecular cooking techniques.

TOFU PUREE MULTIPLIES COOKING POSSIBILITIES

Chef Nose sees further possibilities in Tofu Puree. He has noticed that the thicker part of the product is separated from the clear top layer, and this is something he likes to play with. "Strain the thick part from the clear layer, and you get a cream cheese-like texture. You can use this part as you would cheese. I take advantage of this aspect of Tofu Puree to create one of the layers of my Foamed Tofu." He makes an edamame-flavored layer by using this cream cheese-like Tofu Puree. It complements other layers like cauliflower-flavored, foamed Tofu Puree, thick tomato sauce, and thin jelly with lots of caviar. With this skillful and adventurous chef's magic, Tofu Puree's possibilities are as limitless as a ninja's tricks.

Yusuke Nose
Though he has worked at Ninja New York since its opening three years ago, Chef Nose was named executive chef just one month ago. His creativity is not limited to cooking, he also constructs performance elements to accompany the serving of dishes at the restaurant.

Chef Nose's Tofu Puree Trio (counterclockwise from top): Hiyayakko with Tosazu jelly; Tofu Caviar; and Foamed Tofu with lobster, tomato fondue and caviar jelly



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Tofu Puree Recipe vol.3

TOFU CAVIAR

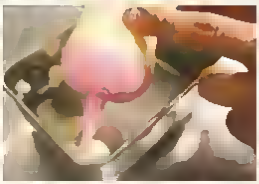
RECIPE COURTESY OF *YUSUKE NOSE* (NINJA NEW YORK)

INGREDIENTS (50 pieces)

- ❑ 250g Tofu Puree
- ❑ 2g ginger juice
- ❑ 1.8g sodium alginate
- ❑ 6.8g calcium chloride
- ❑ 200g dashi broth
- ❑ 1.3g sodium citrate
- ❑ 1000g water
- ❑ A variety of seaweeds and shinshu miso for garnishes

PREPARATION

1. Mix Tofu Puree, ginger juice, sodium citrate, and sodium alginate in blender
2. Strain Tofu Puree mix and put into cylinder
3. Mix water and calcium chloride
4. Drop strained Tofu Puree from cylinder into water with calcium chloride and make egg-shaped tofu caviar (photo)
5. Squeeze shinshu miso onto spoon-shaped plate for decoration and arrange seaweed
6. Place tofu caviar on seaweed (photo)



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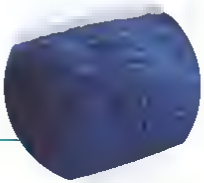
BY *NOBI NAKANISHI*



Blue Cool Basukurin: contrary to popular belief, is not derived from the crystalized essence of Smurf. This is a complex formula of minerals and peppermint oil and is only colored blue ... using essence of Smurf.

If my feet could talk, they would be saying "Boy, we love Cool Basukurin! We could soak in this everyday!" Alas, they don't, and only coolly stare back at me, silently plotting some sort of hostile takeover against me.

When my parents were children growing up in postwar Japan, they did so without air conditioning – something that is, for many of us, virtually unimaginable today. When I look back at my childhood in New York City and recall how they raised ME without air conditioning, I not only look at them with spite (kidding), but in all honesty I have a hard time seeing how I survived – despite how amusing it is to remember all my creative efforts to do so.

If only I had something like this month's product, "Cool Basukurin", I could have saved myself all the hard work I put into staying cool. An amazing bath salt from Japan, Cool Basukurin is at once both utterly counter-intuitive and completely ingenious. Take a bath to stay cool? Who would have thought? But the innovative folks at Tsumura Life Science Co., who specialize in bath salts and powdered Japanese Onsen (hot springs), have figured out how to do it.

Experts will tell you that a typical Japanese hot spring contains minerals and naturally occurring chemicals – Sulfur, Sodium Chloride, Hydrogen Carbonate, Iron – that supposed have therapeutic qualities. A relaxing soak in a hot spring is undoubtedly good for your circulation, a great way to soothe muscle aches, and an all around great way to unwind after a long day. Cool Basukurin naturally evolved from this approach; the powder is specially formulated to be gentle on the skin, counteract harmful chemicals like chlorine found in our tap water, and helps regulate your body temperature long after you finish your bath.

As a fan of the regular line of Tsumura's regular Basukurin and Onsen lines, I'm pretty well versed in the various complexities of using their products – fill the bath at your desired temperature and pour the recommended amount (using the cap of the box) right in. Now I like my baths really hot, so I admit that anything feels cool after that. But I did feel noticeable differences even hours later – after running errands outside in the typical NYC heat and humidity, I wasn't the sweaty, repellent mess that I usually am.

I also realized something else as I conducted my Cool Basukurin tests. Every building we go to these days is climate controlled. We expect it. We take it for granted. And I'm as guilty about not considering turning off my air conditioner during the hottest months of the summer. But if you're concerned as I am, do your part and enjoy a Cool Basukurin bath instead of blasting your air conditioner. You'll help combat all the energy waste, save on your bills, and you'll smell nice too.

Most of all, thanks to Cool Basukurin, I can finally put all my childhood memories to rest. Sticking my head in the freezer: farewell. Chewing on ice until I got headaches, forgotten. Lying in my underwear (this is still G-rated because I was a little kid) on my dad's recliner (sorry dad, you never knew until now) with the fan aimed directly at me, begone!

*You can find Cool Basukurin at any Japanese grocery for about $10 – and choose from lemon peel, peppermint, and rose geranium scents.

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conversation with sake sommelier

SAKE IN THE HEART OF NEW YORK CITY'S HIPPEST NEIGHBORHOOD

They say that artists are pioneers. In the case of Marja Samsom, chef/owner of The Kitchen Club and Chibi's Bar, this especially rings true. Born in the Netherlands, she came to the United States as an artist. With a couple of twists and turns, she opened a restaurant and a sake bar on the corner of Prince and Mott Street in 1990. She was not only the pioneer of the Nolita neighborhood but also one of the first chefs to have a Japanese influenced fusion restaurant in downtown NYC. Being a witness of the growth of sake trend, she shares her thoughts toward sake with *Chopsticks New York*

What was your first encounter with Japan, and sake?

When I was 16 years old, my father went to Japan to do business. Upon return, he gave my mother a beautiful gift, a broach from Mikimoto Pearls. It was so beautiful. I instantly became interested in the Japanese culture. I didn't have sake until I came here to the States and had it in a sushi restaurant and fell in love with the hot sake, but then I noticed the cold sake I liked very much too. The first place I tried higher-end sake was Hasaki. I forgot the name but the one I had came in this bamboo covered bottle so beautiful, and I immediately got interested.

Sake must have been a new thing in the 90s. How were people reacting then? Has it changed over the years?

Sake was on my menu from the very beginning in 1990. I had six or seven at first. Harushika, Onigoroshi, Bishonen, etc. Japanese people came, and of course, they looked at me like, "who does she think she is, this European woman selling sake in a Kappogi (Japanese Style Apron)" There was no other fusion restaurant downtown. Of course there were some really serious Japanese food restaurants already. It was quite popular, and I felt it was quite appropriate home cooking with Japanese influence. People were much more reluctant back then about sake. they'd say "I'll have this less expensive one" or something. Now it's a different story. they order sake by its name, because they are more experienced with it. Today I have about 25 different sakes. The awareness of things Japanese, places like Nobu brought attention to Japanese food has definitely affected people's awareness and perception of sake. Young people working in the market today are definitely influenced by older Japanese chefs, and the influence is still growing, because it doesn't happen over night in the first place. It started growing in the 90s when more young Japanese people started entering the industry. The popularity of sake came with the popularity of sushi, and the general market's interest in other Japanese things. Also, the lack of snobbery in the sake world also helped its popularity. No one says you cannot drink sake if you don't know it.

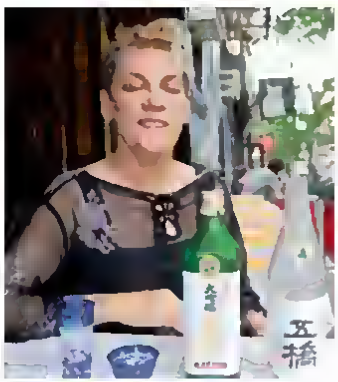
What are some of the sakes you like, and the sakes popular in your restaurant?

I recently tried a very interesting sake at Chanterelle Restaurant called Harushika Tokimeki. It was a sparkling sake with flavors of apricot and honey. I like it very much, Moriko, Chiyomusubi, and Tsukasabotan are some of the most popular sakes here, Moriko being the most popular. It's a very smooth sake by itself, it goes well with food.

What are some of your signature dishes, and how would you pair them with sake?

Our Black Cod with Miso goes really well with Chiyomusubi because the sake doesn't interfere with the salty sweet miso flavor, and it brings out the taste of the food. I recently created new popular dish Monk Fish with Fresh Ginger and White Asparagus, paired with Gokyo, a non-pasteurized draft summer sake with a very fresh taste, but it's also very fragrant, which goes very well with fresh ginger.

Do you think sake is being marketed well in the US?



Years ago there was a movement to change the sake labels, Americanize them. Like how cigar bands have magic and romance, so do sake labels. I think the sake bottle is so interesting from the graphics point of view, the allure of it is in the label. By Americanizing the labels it may lose its allure, and I think some of the brands may become more boring as it appeals to younger westerners market. Of course, styles change over time, take for example wine bottles. In sake's case, I think changing the label doesn't work. It should have a mystery so consumers can discover it, find the value of it themselves, at that moment you have a relationship. I think it's recovering from that trend now because the market's growing. As an eleven year old veteran of her own establishment, Chibi, our mascot, couldn't agree more. Why don't you come over and check it out for yourself.

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WORDS FROM THE HEART FOR DASSAI 23 ⑩

As one of the highest quality sakes in Japan, *Dassai* has earned legions of fans since its introduction in the US. Here is what they have to say.

"EVERY-DAY" RESTAURANT IN TRIBECA PROVES THE REAL POWER OF DASSAI 23

THE SAKE WON THE HIGHEST CUSTOMERS' REQUEST

Serving authentic Japanese cuisine in a casual atmosphere, **Takahachi Tribeca**, a family oriented "every-day" restaurant, attracts neighbors in Tribeca. The owner, Mr. *Hiroyuki Takahashi*, recollects how they started serving this sake in the restaurant. "A few years ago, we had a sake and food tasting event for our regular customers. We chose several brands of sake and one of them was Dassai 23. We did not regularly serve the sake in our restaurant at the time, but we wanted to include it just because it has the highest milling rate. After the tasting we took a poll and Dassai 23 was selected as the most popular one."

Mr. Takahashi admires Dassai 23's well-controlled balance of aroma and flavor. "Although the aroma is rich and round, the flavor is light and sharp. You will be amazed with its refreshing taste once you swallow this junmai daiginjo sake," he says. "Speaking of wine, each variety of grape defines the flavor of the wine, but sake brewing is not like that. It is surprising that the same variety of rice transforms into such various flavors. In particular, Dassai 23 is made from a rice that has most of its parts milled. I respect the brewers' technique and efforts to create such a wonderful flavor in the process of sake brewing." Due to its sophisticated taste and high quality, the customers at Takahachi Tribeca enjoy Dassai 23 as a sake for special occasions.

"I want my customers to use my restaurant as a continuation of their kitchen. Providing a welcoming atmosphere is our motto," says Mr. Takahashi, the owner of Takahachi Tribeca and Takahachi East Village.

FACE OF DAILY SAKE

Mr. Takahashi emphasizes how laid-back his restaurant is. "This area is well known as having a high concentration of upscale restaurants. Contrary to this, we offer a more casual and relaxed dining experience. We welcome small children." Accordingly, their sake selection leans toward affordable sake. Dassai 23 became the most expensive one among them. However, he notices that Dassai 23 is good as a daily sake as well in terms of food pairing. "It's basically a light flavored sake, and I think it goes well with dishes like sashimi, fluke carpaccio and yellowtail carpaccio. But since the sake has a solid foundation, it's not overwhelmed even if it's paired with powerful, rich dishes." According to *Mr. Takahashi*, the clientele of the restaurant is mostly non-Japanese who know a lot about Japanese cuisine. They are not scared by certain rules regarding Japanese food and fully enjoy it in their own way. He says, "Our customers usually share dishes

From light flavored carpaccio to tempura and temari zushi to rich flavored appetizers, Takahachi's versatile special dishes have a perfect rapport with Dassai 23

This would be a perfect situation for an almighty sake like Dassai 23 to tell the truth." As its temperature changes, the aroma and flavor of the sake show different faces. No matter who has the best paired food, what's really important in order to enjoy this multi-faceted sake is to forget about any rules like the customers at Tribeca Takahachi's do.

Takahachi Tribeca
145 Duane St., New York, NY 10013
TEL. 212-571-1830/1831

Dassai 23 (Niwari Sanbu) Junmai Daiginjo

Made from rice milled down to its core until only 23% of the original remains. This is the highest degree of milling for commercial sake in the world. It is a sake that is the pinnacle of refined elegance, subtlety, delicate flavors and aromas.

ADVERTISEMENT

Oni no Shitaburui and Rikasuimei: The Wine Enthusiasts' Choice

Chiyomusubi

Jewel Bako, a one of a kind sushi restaurant in the East Village, is truly a little jewel box as its name may suggest. For one thing, it's the only sushi restaurant in NYC where you'll find great selections of wines to enjoy with your Edomae-style sushi, where the flavor of the fish itself is enjoyed with very subtle seasoning used merely to bring out the natural flavors of the raw ingredients. So why wine for such traditional Japanese cuisine, you might ask. It's because the owner *Mr. Jack Lamb* is a great wine enthusiast, and his knowledge of wine allows him to be bold and somewhat even eccentric with his wine list. Many of the customers here also are in fact wine enthusiasts. So it is only natural to be curious of what kind of sake a place such as this might have on their list.

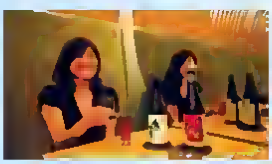
According to Jewel Bako's Manager, *Ms. Junko Igarashi*, *Oni no Shitaburui* is by far the most popular sake at the restaurant. Despite its scary name which means Devil's Quivering Tongue, this humble sake from Chiyomusubi Brewery in Tottori is a dry honjozo that has a mineral rich flavor like seashells that goes well with any raw fish. "There are many tastes even within sashimi. For example there are silver fish, white fish and clams, and they all taste different, but this sake goes with all of them. It's a great drink to have with dinner. The sake by itself is good, but when you have it with raw fish, it brings out the flavors of the food, while the food brings out the flavor of the sake in turn," says *Ms. Igarashi*. This sake also happens to be the owner's favorite sake too. "With Jack's influence, the regulars here don't even look at the drink menu anymore. As soon as they walk in, they say 'get me *Oni*'" says *Ms. Igarashi* who thinks it goes best with *Suzuki no Aran* (Japanese Wild Stripe Bass Sashimi) which happens to be in season. *Ms Igarashi* explains "*Oni no Shitaburui*'s perfect marriage with raw seafood has to do with the way the amino acids in the sake and the Umami of the food combines itself allowing the sake and the foods to bring out the best in each other."

Another sake that has been on Jewel Bako's list since it opened in 2001 is Rikasuimei. Being a ginjo, the *Rikasuimei* tastes completely different from *Oni no Shitaburui* although they are from the same sake brewery, Chiyomusubi. It has a rich aroma of herbs, lemon, pear, licorice, and an overall fruity flavor. *Rikasuimei* goes exceptionally well with raw octopus, mirugai, scallops and anything that has a delicate flavor. To demonstrate, *Ms. Igarashi* had her chef Kosaka prepare their raw octopus. Here they sprinkled it with maccha salt and yuzu instead of having it with soy sauce and wasabi.

As for how to enjoy these sakes, both can be enjoyed warmed or cold. *Ms. Igarashi* explains, "I think it's good to serve it cold at first in the summer because you're thirsty, and when it's cold it's very light. Then you leave it out. As you eat, the tongue gets less sensitive, but at the same time when the sake gradually warms up to room temperature, the aroma and the flavors start to bloom which brings out the taste of the sake more and makes it even more enjoyable with your meal." The 500ml bottles they come in are also sleek and convenient, perfect for a romantic night out in an intimate place like Jewel Bako.

Oni no Shitaburui is the best match for Jewel Bako's Edomae-style cuisine where almost everything is raw

The delicate taste of *Rikasuimei* is great with citrus flavors like the yuzu and the gentle taste of raw octopus



Jewel Bako
239 E. 5th St.
New York, NY 10003
TEL: 212-979-1012

Distributed by JFC International, Inc. TEL: 718-456-8805

千代むすび酒造株式会社
CHIYOMUSUBI BREWERY CO., LTD
〒684-0004 鳥取県境港市大正町131
131 Taisho-machi, Sakaiminato-shi, Tottori, Japan
TEL: 0859-42-3191 Fax: 0859-42-3515 www.chukai.ne.jp/~sake88/

A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -

Vol.11 Hei-hachi-ro

White, yellow and black kojis are used in shochu production, and of all three, black koji is known to give the shochu a full body and distinct rich flavors.
As a part of Japan's unique food culture, koji has been used to break down the starches of grain into sugars, and same as sake, it is the soul of shochu in bringing out the main character.
The aroma from black koji is similar to that of brown sugar or rum, and matches very well with "dashi", a bonito broth which is the base for Japanese cooking.
The New York's top mixologist created a cocktail recipe using Heihachiro with soy sauce and shichimi pepper as the secret ingredients. The distinct flavors from black koji give the backbone to this drink.

Hayato Hishinuma-

2008 MONDE SELECTION - GOLD MEDAL
2008 iTQi - 1 STAR
2007 BTI - GOLD MEDAL

「Blood & Spice」Recipe

- 2 oz Heihachiro
- 3 oz Tomato Juice
- ½ oz Fresh Lemon Juice
- 6-8 Leaves of Cilantro
- 2 large pinches of freshly grated ginger
- Shichimi Pepper
- Splash Soy Sauce
- GARNISH: Shichimi Pepper & Salt Rim (half & half)

Muddle ginger and cilantro. Add remaining ingredients. Shake with ice and strain. Pinch of shichimi pepper.

Information

Get your bottle of "Hei-hachi-ro" at *Landmark Wine & Sake* in Chelsea
167 W 23rd St btwn 7th Ave & Avenue Of The Americas 212 242 2323

Distributed by JFC International Inc. 718-456-8585

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"Ginga Kogen Beer" is a "Hefeweizen" style beer, a yeast wheat top fermented beer brewed with more than 50% of wheat malt. It is an unfiltered beer distinguished by its fruity aroma and pale color.

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- Alcohol cont. 5.0%vol.

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face on the banknote
~ 1,000 yen ~

HIDEYO NOGUCHI (1876-1928)

Hideyo Noguchi was an internationally known bacteriologist who discovered the agent of syphilis. Born into a poor farming family in Inawashiro, Fukushima, he accidentally burnt his left hand as a child but could not get medical treatment because of his poverty, leaving his fingers connected and immobile. When he was 13, Noguchi was able to have surgery and recovered 70% of his fingers' mobility. This motivated him to study medicine. He showed talent immediately and became a medical doctor when he was 20. He moved to the United States in 1900 to be the research assistant of Dr. Simon Flexner at the Rockefeller Institute for Medical Research. In 1913, Dr. Noguchi proved that syphilitic spirochete was the cause of paralysis. He traveled Central America and South Africa doing extensive research for a vaccine for yellow fever. While working in Africa, Dr. Noguchi caught yellow fever himself and died at the age of 51. He's been the face on the 1,000-yen banknote since 2004.

ADVERTISEMENT

KUROMARU: The Perfect Counterpart to Yakiniku

Gyukaku is a chain restaurant in Japan that grew from one location to one thousand locations in the span of teo years. They are known for the yakiniku revolution they caused in the early '90s, changing the image of a yakiniku restaurant from a dingy, dirty, expensive place that made your whole body smell of garlic and smoke to a trendy, chic, clean, place with working vents! Now with 15 locations in the US, the yakiniku revolution is quickly spreading overseas. Here, SUNTORY's Kuromaru is considered a great counterpart to yakiniku cuisine. We interviewed Manager *Mr. Joji Uematsu* over his original Kuromaru cocktail.

Why did you decide to put Kuromaru on your menu?

We originally only carried mugi shochu, but when the shochu boom hit Japan a few years ago, we began to see the needs grow gradually, and started adding more shochu on our list and decided to carry other shochu's too, like potato shochu. We chose Kuromaru because it's the kind of shochu that even a beginner can enjoy, but also a drink that a connoisseur can appreciate too because it's a solid drink. It's easy to drink, and it doesn't have a terribly strong after taste. We thought this was a shochu that went well with yakiniku in general too. It's like a very good table wine that enhances your meals.

How are your customer's responses to Kuromaru?

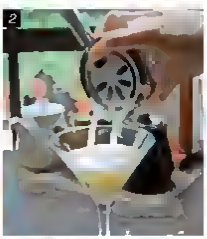
Kuromaru is extremely popular amongst our female customers. It goes down easily, and it has a clean taste but at the same time it has body. But it's hard to say in one word because we have very different types of customers depeoding on our location. For example up here in Midtown, we have many businessmen types who come here for business meetings who tend to prefer wine. On the other hand, the clientele is much younger in the East Village and we get lots of adventurers, so our East Village customers prefer sake and shochu. With that being said, I have noticed that in this Midtown location, we also get many tourists, and I've observed that shochu is well received by Europeans. Kuromaru in particular. I thought that this sweet potato flavor was an acquired Japanese taste, but I was surprised to find out that many Europeans and general vodka drinkers also appreciate this sweet potato taste. Chopin, for example is an excellent potato vodka, and most people who order this tend to like potato shochu too. I usually have them try Kuromaru when I bring out their Chopin, and they love it.

How would you pair Kuromaru with food?

Potato based shochu in general has a very robust taste, and it goes well with the yakiniku that's very rich at Gyukaku. I think it particularly goes well with our *Gyuhire no Tataki*. It's a cold dish using the best Black Angus beef tender loin that is slightly seared, dressed with Gyukaku's special sauce and garlic chips.

How should one enjoy Kuromaru?

Kuromaru has such a wonderful character, so I really think it should be enjoyed by itself because you don't want to disturb its distinct potato flavor. You really shouldn't mix too many things into a drink that's already so good by itself. You really don't see too many Japanese customers who would drink Kuromaru or any potato shochu for that matter with anything in it, but that's not to say you couldn't do it. Potato shochu is very hard to make cocktails with, but when it's done right, it's quite nice. This *Kuromaru Flamenco* is made with lots of fruit, but the fruits actually enhance the sweet potato flavor, and it gives a sophisticated taste to the cocktail.



1. Filet Tataki is made with Black Angus beef. Kuromaru refreshes the palette after the richness of the beef and the intensity of the garlic chips.

2. Kuromaru Flamenco made with Sake Sangria Grand Marnier, splash of pineapple juice.

3. Mr. Joji Uematsu prefers to drink Kuromaru straight, but with his keen sense of taste he demonstrated for us how Kuromaru can be great in cocktails.

Gyukaku Midtown
805 3rd Ave., 2nd Fl.
New York, NY 10022
TEL. 212-702-8816

Gyukaku East Village
34 Cooper Square
New York, NY 10003
TEL. 212-475-2969

Kuromaru
Sweet potato shochu with mild and brilliant taste and a clean finish.
Sweet Potato Shochu 24% ALC./Vol.

Kagurai no Mai
From Takachiho-town, the home of Japanese myth and legend. Enjoy the mild and refined taste of buckwheat.
Buckwheat Shochu 24% ALC./Vol.

Yaemaru
Smooth and mellow. The best and brightest barley shochu from Kagoshima prefecture.
Barley Shochu 24% ALC./Vol.

SUNTORY

Please Drink responsibly.

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LIFESTYLE

FOCUS: SHOP / LIFESTYLE

FUN WITH FUROSHIKI: A TRADITIONAL, ELEGANT, AND ENVIRONMENTALLY FRIENDLY JAPANESE WRAPPING METHOD

(KITEYA)

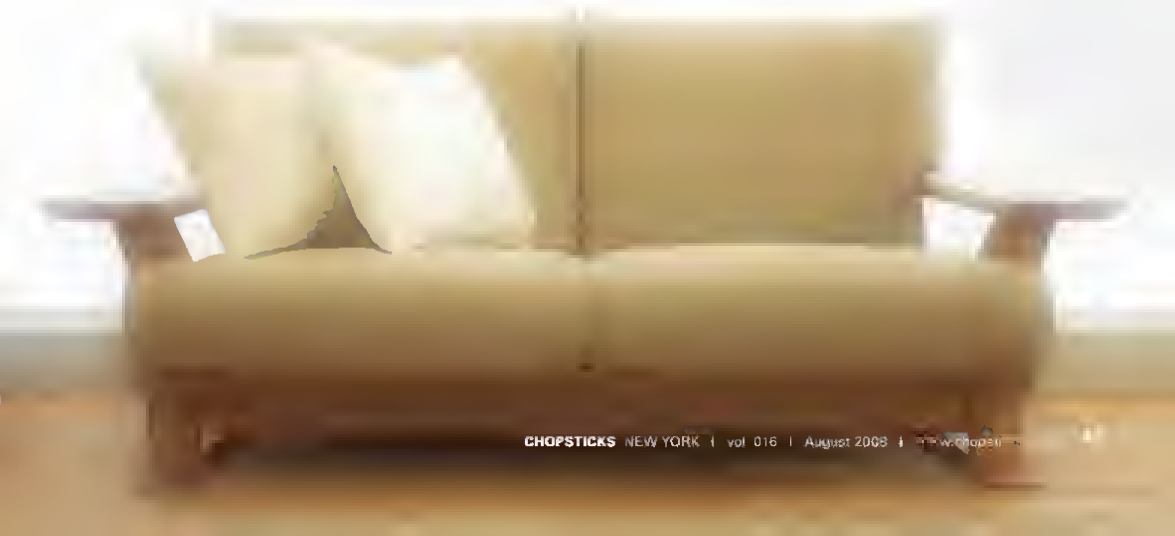
JAPANESE LESSON

"ATSUKUNAI DESU / SUKI DEWAARIMASEN":

ADJECTIVES: NEGATIVE FORM

LISTINGS

SHOP / SCHOOL



FOCUS ★ SHOP

FUN WITH FUROSHIKI: A TRADITIONAL, ELEGANT, AND ENVIRONMENTALLY FRIENDLY JAPANESE WRAPPING METHOD

Reusable wrapping. A cheerful tablecloth. A casual purse. Is it possible for one square of cloth to have so many uses? In Japan, people have been using these versatile square cloths, known as furoshiki, for centuries.

Although now furoshiki are commonly used to wrap presents, the custom dates back 1300 years to the Nara period, when nobles wrapped their valuables in cloth for safe-keeping. The name "furoshiki" comes from "furo," the word for "bath," and "shiku," meaning "to spread" or "to lay." During the Muromachi period (1392-1573), the upper classes used to stand on large cloths while they undressed and took steam baths and also wrapped their clothing in the cloths. The furoshiki as we know it originated in the more recent Edo period (1603-1867), when commoners used square cloths to wrap everyday items and as "suitcases" when traveling. The rich used furoshiki emblazoned with their family crests for special gift exchanges, and furoshiki became popular for wrapping gifts until the 1960s, when disposable wrapping paper and bags replace them. With today's increasing interest in the environment and sustainability, however, the furoshiki is once again becoming popular both in Japan and abroad.

The furoshiki itself is a simple square; it takes some expertise to turn it into elegant wrapping for a present. I went to Kiteya, a large shop on Broome St. in SoHo that features a varied and beautiful collection of Japanese items, for some lessons. Kiteya's owner, Ms. Keiko Iida, extolled the virtues of the furoshiki: it is environmentally friendly, it is attractive, and it is just so versatile. Ms. Iida explained that there really are no rules for furoshiki but was kind enough to demonstrate two basic furoshiki methods.

Furoshiki Bag

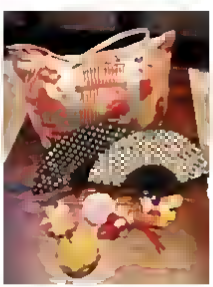
Although my attempt at the bag looks less elegant than Ms. Iida's model, it is very quick and easy to make a small handbag out of a furoshiki. First, tie a knot in each corner of the square of fabric, leaving a few inches at each end beyond the knot. Then, tie two ends together in another knot to make one handle of the bag. Repeat this with the remaining two knotted ends to make the other handle and—voila!—a small shopping bag.

Furoshiki-Wrapped Bottle

This technique, a bit more advanced, is for wrapping bottles of wine or sake. Place the bottle in the center of the square of fabric. Fold up half the fabric to make a triangle with its point at the top of the bottle. Tuck the front top corner over the top of the bottle and under the back half of fabric (the points should be overlapping). Then tightly twist the lower right corner of the triangle up and across the front of the bottle. Repeat this with the remaining left corner so that they cross in front of the bottle. Knot the two ends together in the back. For a finishing touch, Ms. Iida suggests tucking a flower in the front where the two twisted ends cross.

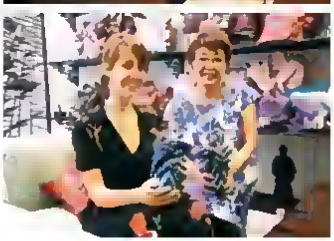
You can find more furoshiki techniques on the Internet, or, if you purchase your furoshiki at Kiteya, one of the store's employees will wrap whatever item you bring in for free.

—Reported by *Kate Williamson*



Kiteya's top-selling items: a bag with "Shima Modern" pattern, fans, hair accessories (bottom right), and flower-shaped brooches (bottom left)

KITEYA SOHO
464 Broome St.
New York, NY 10013
212/219-7505
www.kiteyany.com
http://kiteya.typepad.com



1. I turn my furoshiki into a handbag under Ms. Iida's watchful gaze. **2.** The finished product (Ms. Iida's version). **3.** Adding decorative ties to the front of the furoshiki-wrapped bottles. **4.** Ms. Iida and I with our beautiful bottles.

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

APPAREL

Upper East — R by 45rpm — Clothing
17 E 71st St. (bet Madison Ave and 5th Ave)
212-737-4545

Midtown East — BLOOM New York — Jewelry
361 Madison Ave (bet. 45th & 46th St.)
212-970-0098

Midtown East — NIWAKA — Jewelry
506 5th Ave. (at 43th St.)
212-941-5410

Rupplu — Lingerie Shop
Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits, from small 30A to full 40H, to enhance body shape. Three-step system gradually reshapes tissue through a series of bras to increase fit naturally.
96 Madison Ave. (bet. 27th & 28th Sts.)
212 553-2223 www.rupplu.com

East Village — Tokio 7 — Clothing
64 E. 7th St. (bet. 1st & 2nd Ave.)
212-353-8433

Lower Mhn — Kazuyo Nakano NY — Accessories
117 Crosby St. (bet Houston and Prince St.)
212-941-7053

Lower Mhn — Mieko Mintz — Clothing
65 Thompson St. (bet. Spring & Broome St.)
212-477-1524

Lower Mhn — Mika Inatome — Clothing
93 Reade St. 2Fl (bet W. B'way and Church)
212-966-7777

Lower Mhn — Sense of Wonder — Clothing
196 Spring St. (at Sullivan & Thompson)
212-343-2444

Lower Mhn — UNIQLO — Clothing
546 Broadway(bet. Prince & Spring St.)
917-237-8800

J-POP CULTURE

Upper West — Kim's Video Columbia U — Anime
2905 Broadway (bet. 113rd & 114th St.)
212-864-5321

Midtown West — Jim Henley's Universe — Manga
4 W. 33rd St. (bet 5th & Broadway)
212-268-7088

Midtown West — Kinokuniya Bookstores — Book
1073 Ave. of the Americas (bet. 40 & 41)
212-869-1700

Midtown West — Midtown Comics — Anime
200 W. 40th St. (at 7th Ave.)
212-302-8132

Book Off — Book Store
The Largest recycling bookstore in Midtown!!
For more information, please see our advertisement in page 15
OPEN 7 days 10:00am-8:00pm
14 E. 41st St. (bet Madison & 5th Ave.)
212-685-1410

Midtown East — Midtown Comics — Anime
459 Lexington Ave. (at 45th St.)
212-302-8132

Chelsea — Cosmic Comics — Manga
10 E. 23rd St. 2dn Fl. (at Madison Ave.)
212-460-5322

Chelsea — Image Anime — Anime
242 W. 30th St. (bet. 7th & 8th Ave)
212-631-0096

West Village — AC Gears — Toy
68 E. 9th St. (at Mercer St.)
212-260-2252

East Village — Kim's Video St. Marks — Anime
11 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-505-0311

East Village — St Marks Comics — Manga
11 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-598-9439

East Village — Toy Tokyo — Toy
121 2nd Ave. 2nd Fl. (bet. 7th & St. Marks Pl.)
212-673-5424

East Village — Video Games New York — Toy
202 E. 9th St. (at 3rd Ave.)
212 539-1039

Lower Mhn — kidrobot — Toy
126 Prince St. (bet Greene and Wooster)
212-966-3684

Brooklyn — Zakka Corp — Book
155 Plymouth St. (bet. Pearl and Jay St.)
718-801-4037

Upstate — Kinokuniya Bookstores — Book
3360 Palisades Center Dr West Nyack,NY
845-353-8700

California — Digital Mango Inc — Manga
1437 West 178th Street, Gardena CA 90248
310-817-9010

TRADITIONAL

Upper East — Sara — Dishware
950 Lexington Ave.(bet. 69th & 70th St.)
212-772-9243

Midtown East — Minamoto — Confectionery
609 F 8th Ave. (at 49th St.)
212-489-3747

Wuhao New York — Towel
Tenugui (te-hend- nugu-wa-pe) are Japanese cotton towels used as towels, wrapping, decorations and accessories. Art works of tenugui are unique and elegant. These simple cloths bring the beauty of Japanese tradition and style into your life.
410 Park Ave. (bet 54th & 55th St.)
212-231-2126 www.wuhaonyc.com

Chelsea — KYOTOYA — General
23 W. 19th St. (bet. 5th & 6th Ave.)
212-414-0720

Lower Mhn — Korin — Dishware
57 Warren St. (bet Church St and W. B'way)
212-587-7021

Lower Mhn — Saasons — Furniture
115 Crosby St. (bet Hudson & Prince St.)
212 226-0797

Lower Mhn — The Kimono House — General
131 Thompson St (bet. Houston & Prince)
212-505-0232

Lower Mhn — KITEYA SOHO — General
Kiteya means "please visit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids cloth rag, wash papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
464 Broome St. (bet. Mercer & Greene St.)
212 219 7505 www.kiteyany.com

Toki — General
Art on plates is another aspect of enjoying a meal. Japanese tradition allows to choose the right shape, size and colors of a plate to suit the food being served. Experience Japanese tableware at Toki. Attract importer of Japanese pottery as in Palisades Mall.
Pal sades Center Mall 3rd Fl West Nyack,NY
845-350-0195 www.utsuwa.com

New Jersey — Mars New York — General
595 River Rd. Edgewater NJ 07020
201 945 1134

New Jersey — Utsuwa-No-Yokota — Dishware
595 River Rd. Edgewater NJ 07020
201 941 1902

GALLERY

Chelsea — NYCon Gallery — Gallery
20 W. 22nd St. (bet. Broadway & 6th Ave)
212 380 1140

Chelsea — Onishi Gallery — Gallery
521 W 26th St (bet. 10th & 11th Ave.)
212 695-6035

Lower Mhn — Asian American Arts Ctr — Gallery
26 Bowery 3rd Fl. (bet. Bayard & Pell St.)
212-233-2154

OTHER

Midtown East — Terry Mey — Other Goods
153 E 53rd St (bet. Lexington & 3rd Ave.)
212-888-0303

Lower Mhn — Harness Dog — Other Goods
156 Prince St. (bet. Thompson & W. B'way)
212 228-1123

Lower Mhn — Panera NY — Other Goods
513 Hudson St. (bet Christoffer & W. 10th St.)
212 727-2641

Upstate — Mother Garden — Other Goods
Pal sades Center Mall #F303 West Nyack NY
845-358-0100

School Guide

The following is a list of school where you can learn Japanese culture

LANGUAGE

Upper East — Musical Kids International — Japanese
1298 Lexington Ave.(at 88th St.)
212-996-5800

Midtown East — Amity Language Institute — Japanese
124 E. 40th St. #203 (bet. Park & Lex. Ave.)
212-697-6374

Midtown East — Japan Society — Japanese
333 E. 47th St. (bet. 1st & 2nd Ave.)
212-832-1155

Midtown East — Language House — Japanese
545 Fifth Ave. # 910 (at 45th St.)
212-949-5455

Chelsea — ABC Language Exchange — Japanese
135 W. 29th St. # 1204 (bet. 6th & 7th Ave.)
212-563-7580

Chelsea — Tenri — Japanese
43A W 13th St. (bet. 5th & 6th Ave.)
212-645-2800

Lower Mhn — NYCNDA — Japanese
273 Bowery Lower Level (@E. Houston)
646-394-7426

Upstate — Japanese Study Hall — Japanese
4 Calvert St. Harrison, NY 10528
917-697-2817

New Jersey — JAS of NJ — Japanese
304 Main St. 2nd Fl. Fort Lee, NJ
201-461-5133

TRADITIONAL

Upper West — Ikenobo Society NYC — Ikebana
30 W. 60th St. 6K (Columbus & Broadway)
212 757-6748

Upper West — Sogetsu Ikebana School — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-873-6115

Upper East — Earthworks Pottery — Pottery
1705 1st Ave (at 88th St.)
212-876-6945

Upper East — Urasenke Chanoyu Ctr — Sado
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Japanese Lesson #10

あつくないです。／すきではありません。

atsukunai desu / suki dewaarimasen

Adjectives' negative forms

Illustration by *Ai Tatehayashi*

This month you will learn how to make negative forms of i-adjectives and na-adjectives. The rules are completely different for the two types of adjectives.

●Rule for i-adjectives: Drop "i" and add "ku-nai"

atsu-i (hot)→atsu-kunai (not hot)
atataka-i (warm)→atataka-kunai (not warm)
samu-i (cold)→samu-kunai (not cold)

Review the following sentences and practice.
Kyou wa atsukunai desu.
(It's not hot today.)
Nihon wa ookikunai desu
(Japan is not big.)
Pekin wa chikakunai desu.
(Beijing is not close.)

●Rule for making negative forms of na-adjectives: Drop "na" and add "dewa arimasen"

suki-na (favorite)→suki dewa arimasen (not favorite)
yuumei-na (famous)→yuumei dewa arimasen (not famous)
kirei-na (beautiful, clean)→kirei dewa arimasen (not beautiful, not clean)

Review the following sentences and practice.
Taimuzu Sukuea wa shizuka dewa arimasen
(Times Square is not quiet.)
Nihon-go wa kantan dewa arimasen.
(Japanese is not easy.)
Sudoku wa fukuzatsu dewa arimasen
(Sudoku is not complicated.)

The suffixal pattern "**dewa arimasen**" is not the only version. There are some other versions such as "**ja arimasen**," "**dewa nai**," and "**ja nai**." Each of them has a different degree of politeness. Among them, "**dewa arimasen**" is most polite and "**ja nai**" is most casual. Learn the polite version first, that way, you will never insult anybody.

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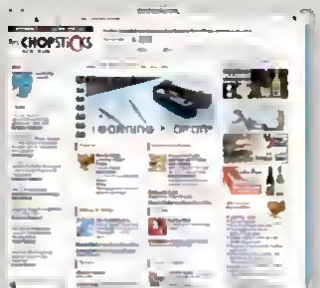

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NOVELS TRANSFORM TO LIVE ACTION DRAMAS

HARDCOVER TOP 5 IN JAPAN (7/7-13)

	Book title	Author	Publisher
1.	*AB-gata Jibun no Setsumeisho*	*Jamais Jamais*	*Bungeisha*
2.	*Bae Yong Joon 06-08*	*N/A*	*Nikkan Sports Shuppansha*
3	*Inochi no Hou*	*Ryuhou Ookawa*	*Koufuku no Kagaku*
4	*Atsuhime (kouhen)*	*Nippon Hoso Shuppan Kyokai*	*Nippon Hoso Shuppan Kyokai*
5	*B-gata Jibun no Setsumeisho*	*Jamais Jamais*	*Bungeisha*

THE MONTHLY PICK

ATSUHIME
This is the novelization of the popular TV series, Atsuhime the drama actually based on the novel by Tomiko Miyao. It depicts the stormy life of Atsuhime who married the 13th shogun and witnessed the last days of 260 years of Tokugawa Shogunate and portrays one of the worst times of upheaval in Japan from the point of view of a woman who was not allowed to participate in politics. (Rank #3)

PAPERBACK TOP 5 IN JAPAN (7/7-13)

	Book title	Author	Publisher
1.	*Benibana no Mura*	*Yasuhide Saeki*	*Fusosha*
2	*Nishi no Mayo ga Shinda*	*Kaho Nashiki*	*Shinchosha*
3	*Climbers High*	*Hideo Yokoyama*	*Bungei Shunju*
4	*Samayou Yaiba*	*Keigo Higashino*	*Kadokawa Shoten*
5	*Koori no Hana*	*Setsuko Amano*	*Gentosha*

THE MONTHLY PICK

CLIMBERS HIGH
August 12, 1985, JAL flight 123 crashed with 524 passengers. Only 4 people survived. This actual event motivated Hideo Yokoyama, a renowned mystery writer and former newspaper reporter, to write this novel. He digs into human relationships through portraying how the local newspaper company tackled this tragic accident. The movie based on this novel has just been released nationwide in Japan. (Rank #3)

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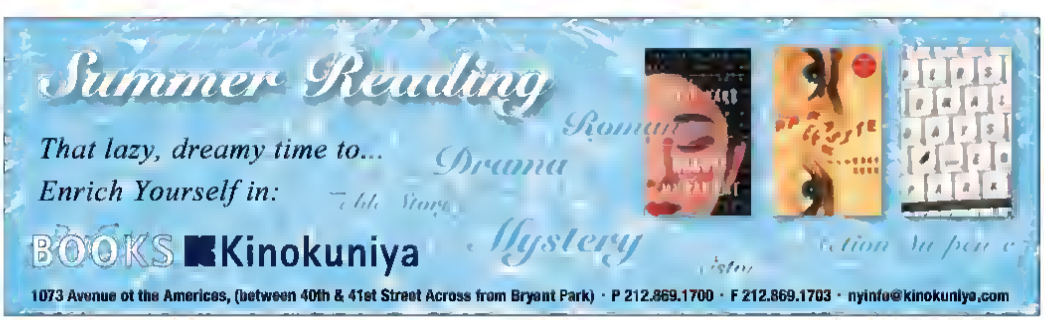
"REAL"
***TAKEHIKO INOUE** — Viz Media*
From the artist who brought you "Vagabond" and "Slam Dunk", Takehiko Inoue, comes the new release in English of the highly acclaimed basketball manga series. Unlike his extremely popular series "Slam Dunk", "REAL" depicts basketball with a twist; The protagonists are on wheelchairs. Inoue's gorgeous illustrations draw you into the craze of wheelchair basketball.

"COWA!"
***AKIRA TORIYAMA** — Shonen Jump Manga*
From Akira Toriyama, creator of "Dragon Ball" and "Dr Slump", comes a new fun-filled and a bit creepy release in English. A half-vampire half-koala Paifu and Jose the Ghost happily live in a peaceful monster town. When the Monster Flu sweeps through town, they have to embark on journey with a mission to get the medicine for the adults. Will the kid monsters be able to save their town?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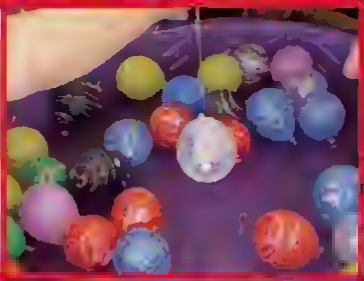

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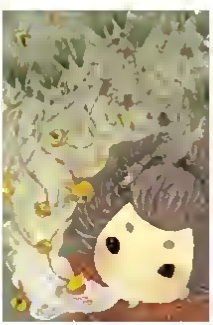
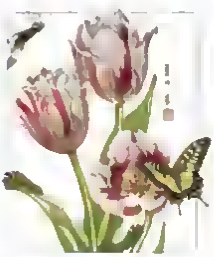
■ **Yoko Furusho**

She has just graduated from School of Visual Arts, New York, this May She was chosen for American Illustration 26 while she was enrolled The first magazine she worked as an illustrator will be published in July



■ **Asuka Hishiki**

Graduated from Kyoto City University of Arts, Kyoto, Japan, she has taught art in several institutions in Japan while working as working as a freelance illustrator She has published three publications, including "Picture Book for the Culture in Kyoto"



■ **Fay Ryu**

After she earned a BA in Visual Arts & Ethnic Studies Brown Univarsity and a MFA in Illustration as Visual Essay School of Visual Arts, New York, she has contributed newspaper, design project, comic books as an illustrator

■ **Chiaki Uchida**

She is currently enrolled at the Illustration Academy of Art University, San Francisco She has been highly evaluated in several competitions, including New York Society of Illustrator Student Competition

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FIREWORKS:
JAPAN'S SUMMER SPECTACLE

The ancient pyrotechnic invention is still alive in today's world, and hanabi, the Japanese word for fireworks, is almost a synonym of Japan's lively summer. Hanabi also reflects Japanese sensitive and delicate sense of art and techniques, and is a must-see event for travelers and visitors to anywhere in Japan in summer.

It is believed that fireworks became a major summer tradition in Japan because they were used for the river opening festival in summer. Even today, the largest and the most famous fireworks in the country are either along rivers or beaches, and it works out to attract large audiences.

HISTORY

The long history of fireworks in Japan started in the 16th century, when the first gun was brought by the Portuguese explorers. Since then, gunpowder became Shogun's attention for arm use, but when the Edo period started in 1603 and the society became stable and peaceful, people took gunpowder in the form of fireworks for entertainment. The Japanese pyrotechnic authority's record has the year of 1751 for the first rocket-style fireworks that are the most common today.

Although fireworks were never banned even during the Second World War under the Japanese imperialism, there was only little attention to them due to the social instability and material shortages. They were only used for cheering military forces, particularly to cheer the soldiers who were dispatched to war zones. In the post war era although the fireworks were once banned by the Allied authorities, the US Allied Powers first permitted fireworks on for the Forth of July celebration in the military bases in 1946, which resumed the Japanese fireworks culture. Since then, fireworks decorate celebrations, festivities and national holidays of Japan, and they have evolved with detailed techniques that are unique to the Japanese culture.

CHARACTERISTICS OF JAPANESE FIREWORKS

The primary expectation of fireworks is the visual beauty. Japanese people strongly believe that the Japanese fireworks are the most beautiful and magnificent in the world. The basics of the Japanese fireworks are the precise circle in as many colors as possible in the sky, each spark changes color and each shot has multiple circles.

The precise circle shape should be the most distinct when being compared with more splash shaped fireworks that are commonly seen in the United States. However, the Japanese circle shaped fireworks are highly regarded and appreciated even in the Western societies, and been seen more and more in the United States as well.

How do they produce changing color in every spark? This is also a delicate mechanism that Japanese pyrotechnicians painstakingly developed. Each gunpowder ball is accurately rounded and has multiple layers. These layers are arranged in the way they burn in higher temperature as they get close to the center. This creates the special effect that changes colors of each spark when the ball explodes in the sky.

The double and triple circle shapes are the Japanese pyrotechnicians' contribution to the fireworks world. The ideal is that all circles share the same center point in the sky, but this style requires very high techniques, larger sizes and more altitude, they may not be seen in every fireworks event in Japan. But once you see multiple circles opened up in the summer sky, it is a guaranteed stunning view.

The beauty of Japanese fireworks is realized with the combination of these techniques and styles. The stunning shot sounds and the breathtaking colorful circle in the sky are the absolute moment of Japan's hot summer night.

THE BEST IN JAPAN

You wouldn't spend summer in Japan without fireworks no matter which part of Japan you go. That is how fireworks are popular and almost necessary for Japanese people in summer. In big cities and small villages, there are over 500 fireworks events during the summer. Depending on the region and the local history, there are characteristics in fireworks and here are the best in different categories:

THE LARGEST ROCKET-STYLE FIREWORKS IN THE COUNTRY:

Unexpectedly, it is in a small town in Niigata prefecture. Katakai is a town with 2,000 people, a typical small rural town that still embraces good old days of Japanese country life. But the population grows on the day of the traditional dedication festival to the local shrine because of the spectacular fireworks that are shot up in such a large size. They marked the Guinness record of one pound of the gunpowder ball, 2,788 feet of elevation and 2,624 feet in diameter of the explosion. The town's history of large fireworks started back in 1891, since then this town's festival,

which is held on September 9 and 10 of each year, is famous for the enormous beautiful fireworks over the town.
http://www.city.ojiya.niigata.jp/kikaku/english/e_kanko/e_festival/fes02.html

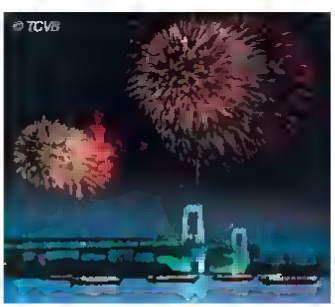
THE MOST SPECTACULAR FLOATING FIREWORKS:

Fireworks by the water are very common in Japan, and Suwako Lake in Nagano prefecture has the largest event in the country. The pyrotechnicians arrange special fireworks on the floating wiring and are ignite them in a fast pace to display a magnificent half sphere explosion over the water. This effect is seen in many lake or beach side fireworks events, but the event at Suwako Lake is the very special one. The event is held on August 15 this year.
http://www.suwako-hanabi.com/ (Japanese only)

THE LONGEST-RUNNING FIREWORKS EVENT THROUGH THE SEASON:

Toyako Lake of Hokkaido has received the global attention during the G8 Summit in July 2008, but this is also the place with the longest running fireworks event throughout summer in the country. Because of the northern location, Hokkaido doesn't have much precipitation around summer, the climate allows fireworks event from the end of April through the end of October. The area has many natural hot springs and attracts many tourists already, fireworks are the large entertainment in Toyako Lake area, and the view is picturesque with reflections of fireworks on the lake.

THE MOST HISTORIC FIREWORKS EVENT:



As fireworks were developed by the Tokugawa Shoguns, who moved the capital from Kyoto to Edo (Tokyo), the event at Sumida River in downtown Tokyo is the most historic and probably the equivalent of New York City's Fourth of July fireworks display in the United States. In 1733, the 8th Tokugawa Shogun held a festival by Sumida River to cheer the people who were intimidated by the spread of cholera, in which the marvelous fireworks were displayed. This is the beginning of this event in the old district of Tokyo, and it is so famous that it requires local friend networks or taking a day off to get the viewing spot, just like to hold the spot for the annual New Year's eve ball drop at Times Square in New York City. This year's festival is held on July 26.
http://sumidagawa-hanabi.com/index_eg.html

THE MOST PHOTOGRAPHED FIREWORKS:

During the fireworks event, Miyajima of Hiroshima prefecture is filled with an astonishing number of tripods for cameras. This is one of Japan's iconic and world famous shrines built in water and is the unique and such picturesque object with fabulous Japanese fireworks behind. The density of photographers is also the result of the limited area for the great shot of fireworks and the torii gate. It is worth taking the best photography spot even during the day for the indescribable and exotic view. This spectacle is scheduled on August 14.

— *Nori Akashi*, Public Relations Manager at the New York Office of JNTO

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ENJOY FIREWORKS LIKE LOCALS

Going to a fireworks event is the romance of Japan's summer. Because fireworks are one of the elements that have been deeply reflected in the Japanese tradition for a few centuries, a lot of locals consider fireworks events as the opportunity to show up in yukata, the summer kimono. Strolling to the viewing spots, people pick up snacks, foods and beverages from the street side venders.

When the event is by the water, boats are another great viewing spots and there are several boat services available where there are fireworks events are. Check the availability of the boat service in advance.

Although there are a few events that charge fees for the seats, most fireworks events are open to public, so get ready with a strategy for the best viewing spot. It may sometimes take team work, or just time consuming stake-out. But fireworks have been entertaining the general public in the country, and that relieves people from the hot muggy summer air and refreshes their life.

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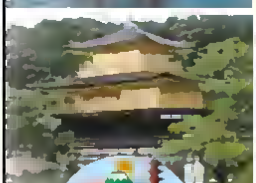

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7DAYS $2,298

Departure Every Sunday
OSAKA-NARA-KYOTO-MT.FUJI-HAKONE-TOKYO

<Specialty> Mt Fuji 5th Station, Tea Ceremony, Bullet Train Ride, Ryokan (Japanese Style Inn), Photo session with Geisha model

KYUSHU-SANYO

8DAYS $2,798

Departure: 10/5, 4/5 2009
OSAKA-BEPPU-KUMAMOTO-NAGASAKI-FUKUOKA-YAMAGUCHI-HIROSHIMA-OKAYAMA

<Specialty> Aso National Park, Akiyoshido Cave, Kintai Bridge, Miyajima, Korakuen Garden, Ryokan (Japanese Style Inn)

TAKAYAMA FESTIVAL

8DAYS $2,798

Departure: 4/11/2009
OSAKA-KYOTO-NARA-TAKAYAMA-MT. FUJI-HAKONE-TOKYO

<Specialty> Sanno Spring Festival, Shirakawago, Azumino Wasabi Plantation, Ryokan (Japanese Style Inn)

<Inclusion> Round trip ticket, Hotel Accomodations (Including Ryokan), Transportation, Most Meals, English Speaking Tour Guide, Admissions
<Details> ✦The prices shown above are per person based on double occupancy and from East Coast (NYC/BOS/WAS)
✦Land arrangement only available ✦Tax / Fuel surcharge $520 excluded ✦Single supplement available ✦Flexible departure & return at no charge ✦Choose your travel date, pre & post tour extention available *All prices subject to change without prior notice

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What on Earth?

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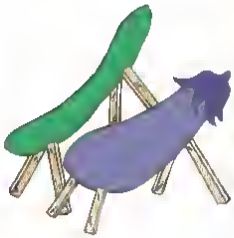


O-BON

In summertime, Japanese people enjoy various lively festivals, but the culmination of summer is a spiritually uplifting time known as "O-bon," observed from the 13th to the 16th of August. O-bon finds its roots in Buddhism and was originally celebrated on July 15th of the lunar calendar (until Japan switched to the Gregorian calendar in the early 20th century). People believe their ancestors' spirits return to this world from the world of the dead during this period. Since the spirits gather near their families, it is a good chance to communicate spiritually with them and honor them.

Although the way of celebrating o-bon varies from region to region, people usually invite priests to hold memorial services, place offerings, and visit their ancestors' graves. They light "mukaebi" fires on the 13th to guide the spirits to their families' places and "okuribi" fires on the 16th to help them return to the world of the dead without getting lost. In some areas, people float small ships containing offerings and candles on rivers instead of lighting okuribi fires. This ceremony is called either "shouryou (or shourou) nagashi" or "tourou nagashi."

The most festive part of o-bon is "bon odori" (bon dancing). Traditionally, a group of people wearing yukata (casual cotton kimono) makes a circle and dances on the night of 16th in the precincts of temples and shrines. The origin of this dance is closely related to Buddhism, the bon odori of today, however, have lost their religious elements and have more entertaining and commercial aspects. Now it is a community event that brings neighbors together.

In o-bon season, many people take summer holidays because they want to commemorate their ancestors in their hometowns. Those who work in cities far away from their hometowns all return home during this period. This creates a homecoming rush. Naturally, this period is one of the busiest travel times of the year in Japan, as it is in the route between the world of the dead and the earth.

entertainment ★ DVD

NOT YOUR AVERAGE GEISHA MEMOIR

By *Nobi Nakanishi*

Since the film of "Memoirs of a Geisha" was released three years ago, it is better remembered as spectacle, an example of oversized Hollywood indulgence rather than a successful attempt to capture a real facet of Japanese culture. But as the last high profile film that touched on the subject of Geisha, I couldn't help thinking of "Memoirs" the moment I started watching the comical film "Maiko Haaaan!!!" which too visits the subject of Geisha and apprentice Geisha, typically referred to as Maiko.

Directed by Nobuo Mizuta from a script by Kankuro Kudo, "Maiko Haaaan!!!" tells the tale of one Kimihiko Onizuka (Sadao Abe) a typical otaku (nerd) who is obsessed with the Maiko to the point where he slacks off at work at an instant ramen company in Tokyo to maintain a website dedicated to them. In a twist of fate, Kimihiko is demoted to the office branch in Kyoto (Geisha central to those who don't know) – a dream come true for this fanatic who just wants to spend his days courting at the okiya (geisha houses).

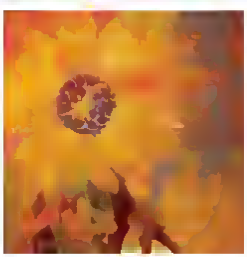
When Kimihiko dumps his homely girlfriend Fujiko (Kou Shibasaki) so that he can have no attachments in Kyoto, he sets off the second half of the story – Fujiko follows him to Kyoto to become a Maiko and win him back. She ends up at the same okiya, but Kimihiko has already set his sights on a young apprentice Komako (Saori Koide) setting off a strange, hilarious rivalry between himself and Kichiro Naito (Shinichi Tsutsumi), another regular of the house.

By no means is "Maiko Haaaan!!!" grounded in any sort of reality – think of an early Jim Carrey movie where no joke is off-limits – as this is a comedy that relies on archetypes, crazy plot twists, flatulence, and admirable (perhaps over the top) dedication of the characters to achieve their goals. The way the film way unfolds is also entertaining, kinetic, and relentless, and I found myself unable to contain my laughter many times. Although the film takes some missteps along the way and doesn't quite live up to the manic promise of the beginning, its earnest approach is quite refreshing. Ultimately, it's a genuine Japanese – albeit farcical – approach to an authentic Japanese subject matter.

©Viz Pictures

MAIKO HAAAAN!!! (2007)
Director: Nobuo Mizuta Writer: Kankuro Kudo
Cast: Sadao Abe, Shinichi Tsutsumi, Kou Shibasaki
*DVD is distributed by Viz Media (www.vizmedia.com)

NY Coo Gallery 2008 Open Art Contest



Michael Tyson Murphy / 2007 Iberica Award

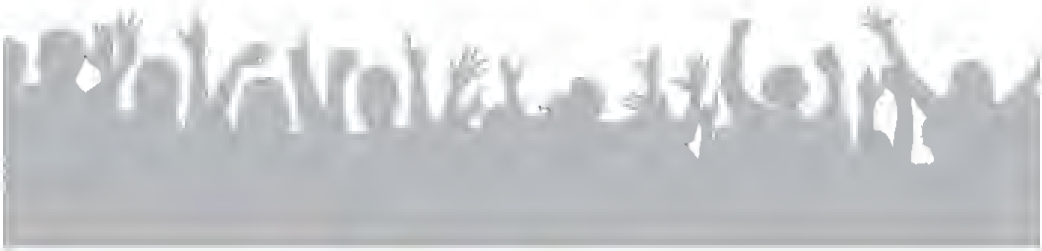
NY Coo Gallery in association with IBERICA USA, INC., one of the world's leading clinical trial providers, is happy to present the 2008 Open Art Contest. The official creative theme for this year's contest is "Health" and/or "Sunflower".

The finalist will receive a $ 500.00 check and a pair of U.S. - Japan roundtrip airline tickets from ANA. There are also NY Coo Award and 2 Special Awards to be given. All award-receiving artworks will be displayed in NY Coo Gallery's December 2008 exhibition. Please check more information at http://www.nycoo.com

Contact Address NY Coo Gallery
20 West 22nd Street #1008, New York, NY 10010 / Business Hours : Tuesday - Saturday 12:00PM - 6:00PM
E-Mail : contact@nycoo.com / Tel : 212-380-1149 / Fax : 646-383-7943

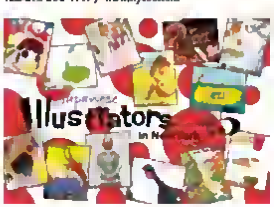
NYCoo Gallery IBERICA ANA

NY Coo Gallery / IBERICA USA, INC. / All Nippon Airway Co., Ltd.



Exhibition

Through July 26
Japanese Illustrators in NY Cre8 Vol. 5
NY Coo Gallery
This is the fifth installment of the group exhibition presented by Cre8 (pronounced "create"), the Japanese artist management agency established in 1972. The company, which represents over 300 illustrators, acts as a bridge that spans artists and businesses. This year, it features 13 Artists, Kumi Kato, Hiromaro, Hitomi Nikaido, Kazunori Kanoh, Mitsue Yasuda, Ponta, Yukitoshi Fukagawa, Yutaka Nakagaki, Satomi Ichikawa, Yoshie Miya, Kanako Soya, Keiko Kitahara, and Hana Asami. The opening reception will be held on July 11th from 5pm to 7:30pm
Location: 20 W. 22nd St. (bet. 5th & 6th Aves.), New York, NY 10010
TEL. 212-380-1149 / www.nycoo.com



Through August 14
Tapestry in Architecture: Creating Human Spaces
Japan Society
Tapestry in Architecture features work by Mitsuko Asakura, an artist well known for her innovative combination of Japanese traditional dyeing and weaving with the techniques of Western tapestry. Highlighting twelve intricately woven, delicately patterned works designed to complement contemporary public interiors, the exhibition also includes many photos of Asakura's works in situ, as well as a video essay explaining the arduous process of creating tapestries on an architectural scale.
Location: 333 East 47th St., New York, NY 10017
TEL. 212-832-1155 / www.japansociety.org

MITSUKO ASAKURA, Waltz (2007), silk, 51 1/2 x 47 1/4 in. Collection of the artist. Photo: Kenji Yamazaki.

Through August 15
The Group Exhibition: Paper City
Mixed Greens
Paper City is the group exhibition, in which twelve artists show their works using paper to create sculptures, site-specific installations or dynamic wall-based work. The featured artists are Noriko Ambe, Yumiko Matsui, Kato Ueda, Sonya Blesofsky, Rob Carter, Lisa Coulson, Susan Hamburger, Krista Hoefle, Sarah Kabot, Mia Pearlman, Andrew Scott Ross, and Mary Temple.
Location: 531 W. 26th St. (bet. 10th & 11th Aves.), New York, NY 10001
TEL. 212-331-8888 / www.mixedgreens.com

Through August 31
The Art of Calligrapher Ayumi Kato
Michi Gallery
Michi Salon, a beauty Salon on the Upper East Side, presents Japanese calligrapher Ayumi Kato's first solo exhibition in New York. Born in Toyama prefecture, she started calligraphy when she was six years old. As a young aspiring calligraphy artist, she offers her works to various fields.
Location: 208 E. 60th St. (bet. 2nd & 3rd Aves.), New York, NY 10022
TEL. 212-752-9229

July 31-September 5
Yoko Furusho –Exhale
Destination Art Space
Destination presents the exhibition of the works of a rising Japanese illustrator/artist, Yoko. "Exhale - inhale with my wide opened mouth, and exhale all my feelings to the world" is her first solo exhibition in New York. Her dream like imaginary world shows the unique view toward the real world. Furusho is one of the four finalists of Chopsticks New York cover artist contest. The opening reception will be held on July 31st from 6pm to 8pm
Location: 32 36 Little West 12th St., (bet. 9th Ave. & Washington St.) New York, NY 10014 / TEL. 212-727-2031

©Yoko Furusho

August 22-29
Chopsticks New York Cover Artist Contest: An Exhibition of the works of the Final Contestants
Chopsticks New York / NY Coo Gallery
Each of the four finalists, Yoko Furusho, Asuka Hishiki, Fay Ryu, and Chiaki Uchida, has a completely different style, but all of them understand the concept of the magazine well and represent Japanese culture in their own way. Their original works will be exhibited at the NY Coo Gallery. The opening reception will be held on August 22nd from 5:30pm to 7:30pm
Location: 20 W. 22nd St. (bet. 5th & 6th Aves.), New York, NY 10010
TEL. 212-380-1149 / www.nycoo.com

Through September 7
Heavy Light: Recent Photography and Video from Japan
ICP (International Center for Photography)
Heavy Light: Recent Photography and Video from Japan will present the exciting and highly individualistic work of a new generation of Japanese artists who have come of age following the Asian economic crash of 1990. Curated by ICP curator Christopher Phillips and Noriko Fuku of the University of Art and Design in Kyoto, the show examines a generation of artists whose work has been greatly influenced by Daido Moriyama, one of the most revered living Japanese photographers.
Location: 1133 Avenue of Americas (at 43rd St.),

New York, NY 10036
TEL. 212-857-0008 / www.icp.org

Through September 27
The Voice of the Stoen. Sculptural Works by Atsuya Tominaga
Ippodo Gallery

Tominaga worked in a granite quarry in Osaka Prefecture for 10 years after graduating from university. Often compared to legendary Isamu Noguchi, Tominaga has coined the term "ninguen" for the shapes he carves in his quest for the voice of the stone. That term alludes simultaneously to the Japanese word for "people" and to the Portuguese word for "nobody." Tominaga says, "The more I seek the human element, the more distant the stone becomes." That paradox characterizes the sculptor's diligent efforts to capture the sound of the stone bound voice.
Location: 521 West 26th St., (10th & 11th Aves.) New York, NY 10001
TEL: 212-967 4899
www.ippodogallery.com

Through October 11
Good Things in Small Packages: Japanese Children's Kimonos 1860-1960
The Forbes Galleries
This exhibition, guest curated by Valerie Foley, explores vintage Japanese children's wear as historical and cultural artifacts. Each piece reveals something about childhood in traditional and transitional Japan: popular patterns and their meanings, favorite fairy tales, annual celebrations, superstitions, material culture, religion, the economy, politics, and outside influences as Japan opened up to the rest of the world.
Location. 62 Fifth Ave (at 12th St.), New York, NY 10011
TEL. 212-206 5548
www.forbesgalleries.com

Through October 12
Japonisme in American Graphic Art, 1880-1920
Brooklyn Museum
Japonisme in American Graphic Art, 1880-1920 explores the myriad manifestations of Japonisme in a selection of rarely seen American works on paper from the Brooklyn Museum's permanent collection. Concurrent with the so-called "Japan craze" in America was a renewed interest in graphic arts, as watercolor, pastel, etching, and other graphic media came to be appreciated for their artistry and expressivity, they also reflected the impact of Japanese art. Color wood cuts by late-eighteenth- and nineteenth-century masters such as Hiroshige, Hokusai, and Kuniyoshi were avidly collected in the West and served as particularly influential models of stylistic and technical innovation for American artists.
Location. 200 Eastern Parkway, Brooklyn, NY 11238
TEL. 718-638 5000
www.brooklynmuseum.org

Performance

August 27-30
Heavenly Robe, Carmonk and Black Hole
Y+UTOPIA ent
The performance group Y+UTOPIA, represented by Japanese artist Yuto Kurosaka, will present a video-and-dance-infused work utilizing the classical Japanese Noh and Kyogen archetypes. "Heavenly Robe, Carmonk and Black Hole," which involves the fantastical and obsessive Noh characters. Angel, Monk, and Demon Lady, is sexy, funny and even grotesque. Yoshito Sakuraba (choreographer) and Shogo Samata (composer) also join the project. Special events will be held on the 29th and 30th after the first show.
Location: Ontological-Hysteric Theater at St. Mark's Church
(131 E. 10th St., New York, NY 10003)
www.ontological.com
myspace.com/yutopiaent

September 29
Akiko Wada 40th Anniversary Concert "Power & Soul"
HonPro
Akiko Wada, Queen of Japanese R&B, celebrates her 40th Anniversary in concert at The Apollo Theater in Harlem. She will perform R&B classics with Sam Moore of the famed Sam & Dave and the gospel group Ray Charles' world-renowned backup chorus, Wild Women Don't Have The Blues will open the show.
Location. Apollo Theater (253 W. 125th St., New York, NY 10027)
Time: 7:30pm
Tickets ($50, $80) go on sale on July 25th.
www.ticketmaster.com/apollotheater
Info. Gorgeous Entertainment TEL. 212-398-7145

Event Feature

Art Student Exhibition 2008

July 11 to August 30
ISE Cultural Foundation, NY gallery
555 Broadway (bet. Prince and Spring Sts.),
New York, NY 10012
TEL. 212-925-1649 Fax: 212-226-9362
http://isany.org/isc_hotel/index.php
Gallery Hours. Tuesday-Saturday, 11am-6pm
Sundays by appointment

The fourth annual Art Exhibition in New York will be presented by the ISE Cultural Foundation from July 11 to August 30. As all works received are displayed at the ISE Cultural Foundation Gallery, this exhibition, open to all art students, offers them a rare opportunity to display their work in a gallery in Soho and share it with the city.

The unique aspect of this exhibition is how the works are evaluated. They are judged by a panel of five art professionals, composed this year of members such as Japan Society Vice President & Gallery Director Joe Earle, art critic Manami Fujimori and Noguchi Museum curator Bonnie Rychlak. However, unlike a typical prize system where first, second and third are designated, this exhibition allows each judge to give a prize bearing his/her name to two works of his/her choice. In addition, there is a New York City Audience Award which is determined based on votes from those who come to see the exhibition.

Last year's 120 entrants submitted 209 works of both sculpture and painting, nearly double the total amount from the previous year, and this year showcases the same number of entrants, all who have submitted one piece of artwork. In the past, many artists have used this event as a springboard to future success. For example, Cosme Herrera, winner of last year's Natalie Ingres award, has a group exhibition this year at a gallery in Noho. Also, Don Forcella received attention from a curator at the 2006 exhibition and went on to have an exhibition in Paris as well as a solo exhibition in Chelsea. In addition, he designed the award certificate for this year's exhibition, which is supported by the Consulate General of Japan in New York and is made possible by cooperation from UNIQLO Inc., SUNTORY International Corp., and New York Seikatsu Press, Inc.

Lecture/Forum/ Film

July 30 through August 14
Japanese Screen Classics In Honor of Madame Kawakita
The Film Society of Lincoln Center

Takashi Shimura in Ikiru aka Doomed directed by Akira Kurosawa (1952)
© TOHO / THE KOBAL COLLECTION

The Film Society of Lincoln Center presents two-week tribute film series, Japanese Screen Classics In Honor of Madame Kawakita" The series commemorates the 100th anniversary of the birth of one of the most inspiring champions of international cinema, Kashiko Kawakita, and highlights the eight directors who have won the prestigious Kawakita Award, which annually recognizes the individuals who have contributed to the development of Japanese culture through film 24 essential films featured in the series include works of eight pioneering directors such as Akira Kurosawa, Nagisa Oshima, Shohei Imamura, Kon Ichikawa, and Seijun Suzuki The opening will feature the screening of one of the most influential Japanese films Rashomon directed by Kurosawa
Location: Walter Reade Theater at Lincoln Center (70 Lincoln Center Plaza, New York, NY 10023)
TEL. 212-875-5601 / www.filmlinc.com

August 1-7
Film Love and Honor (Bushi no Ichibun)
Two boots Pioneer Theater

© 2006 Love and Honor Film Partners

Love and Honor is the last film among the Samurai Trilogy by veteran film director Yoji Yamada Like the previous two films, including Oscar nominated The Twilight Samurai and The Hidden Blade, this film is also based on Shuhei Fujisawa's stones and deals with the life of a lower level samurai in a rural clan Shinnojo (played by Japanese pop star Takuya Kimura) serves as poison taster for the shogun but dreams of leaving his service to open a kendo dojo that would recruit students regardless of their caste His dream all but dies when he consumes ill-prepared sashimi and wakes up three days later to find the shellfish poison has left him blind His life takes a drastic turn Kimura shows his brilliant swordplay especially in the showdown with his opponent Shimada (played by Kabuki actor Mitsugoro Bando)
Location: 155 E. 3rd St. (bet. Avenues A & B), New York, NY 10009
TEL. 212-591-0434
www.twoboots.com/pioneer/

August 7 and 10
Film Blues for Trumpet and Koto (1962)
MOMA
This fascinating and exceedingly rare find, a dreamlike narrative set in Japan and New York features extended jazz numbers by Quincy Jones and Al Hirt, and Nobuo Hara and his big band Sharps and Flats Directed by Geoffrey Selden, music by Quincy Jones, and Marvin Hamlisch This 50-minute long film will be screened with two other films, Peter Gunn, "The Comic" (1959) and Staccato, "The Naked Truth" (1959)
Location: 11 W 53rd St. (bet 5th & 6th Aves.), New York, NY 10019
TEL. 212-708-9400 / www.moma.org

Through August 7
Film Series NAKADAI
Film Forum
Ongoing film series featuring Japanese legendary actor, Tatsuya Nakadai culminates with the screening of Masaki Kobayashi's The Human Condition (1959 61) which boosted Nakadai's career This 10 hour long movie is screened in three parts No Greater Love (part I), road to Eternity (part II) and A Soldier s Prayer (part III)
Location: 209 W Houston St. (6th Ave. & Varick St.), New York, NY 10014 / www.filmforum.com

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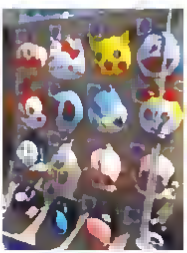
August 10
"Sadako & 1000 Cranes Storytelling & Origami Crane Making" Summer Storytelling
Japan Society / Kinokuniya Bookstore
Children and Families are invited to learn about Sadako, a legendary girl whose 1000 paper cranes have become a symbol of the call for peace. Through storytelling, Sadako's story of hope in the face of illness from the atomic bomb has inspired generations of children Participants will make a chain of paper cranes (orizuru) to take home Recommended ages Pre K elementary school children and their accompanying adults, K-6 educators and libraries This event is arranged and hosted by Japan Society
Free admission
Time: 11am: Session 1 (in Japanese) by Fumiko & Friends, NY Children's Cultural Association
2pm: Session 2 (in English) by Tara Gindi, Professional Performing Arts School
Location: Kinokuniya Bookstore (1073 Avenue of Americas, New York, NY 10018)
TEL. 212-715-1203 or 1254 (Japan Society's Education Program)
212-869-1700 (Kinokuniya Bookstore) / www.kinokuniya.com

Events

July 29
Newport Beach Party
Komegashi Too
Japanese fusion restaurant in Jersey City Komegashi Too will participate in the Sixth Annual Newport Beach Party, hosted by a NJ waterfront community, Newport. In this summer feast, you can sample fresh off-the grill favorites and classic summer cocktails from Newport s 11 restaurants Komegashi will be doing some fresh sushi and makis, and tatsutaage, yakiniku sandwich etc , price from $2~$5 Other restaurants include Bertucci's, Raaz, Confucious Dorrian's Red Hand, Ole, South City Grill and Baba
Time: 4pm-8pm
Location: Newport Town Square, Town Square Place & River Drive South Jersey City NJ
TEL. 201-964 2423 / www.newportnj.com

August 9
8th Annual Mitsuwa Marketplace Summer Festival
Mitsuwa Marketplace



Join the re creation of the Japanese style summer festival This year, they offer 20 festival booths with both food and games including Gold Fish Scooping, Yo Yo Scooping, Superball Scooping, and Japanese Festival Toys including OMEN masks Food items include Cotton Candy, Curry Rice, Gyu-don Rice Bowl, Okonomiyaki Pancake, Yakiton Skewered Chicken Shaved Ice, etc. The festival culminates Bon Dance & Taiko Masala Drumming Performance in the evening Limited parking space Please use Mitsuwa Shuttle from NYC Port Authority The shuttle runs every 30 minutes.
Time: 11am - 7pm (Festival booth)
6pm-8pm (Bon Dance & Taiko performance)
Location: Mitsuwa Parking Lot 595 River Rd., Edgewater, NJ 07020
TEL. 201-941-9113 / www.mitsuwausa.com

September 26-28
New York Anime Festival
Reed Exhibitions
Annual anime convention New York Anime Festival will come back to Jacob K. Javits Center in Midtown Manhattan this fall It will feature exclusive and exten

sive anime screenings, guests from Japan and America, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and treasures that gave birth to Japanese pop culture. This event is operated by Reed Exhibitions, the world's largest event organizer, which produces The New York Comic Con, BookExpo America, The London Book Fair, etc.

Location: Jacob K. Javits Center (655 W. 34th St. New York, NY 10001)
www.newyorkanimefestival.com/chopsticks

August 16-November 1

Japan C: Experience the best of contemporary Japanese culture and design

Felissimo Design House

Japan C represents all that Japan is today: Cool, Cute, Clever and Creative. This groundbreaking showcase features a selection of Japan's most interesting products. Japan C is part design exhibition, part bazaar and part trade fair. Over the course of 11 weeks, more than 70 diverse Japanese firms will be presenting and demonstrating their unique wares ranging from home and fashion accessories to stationery, food, beauty and pop culture products. Free and open to the public Mon.-Sat., 11am-6pm.

Location: 10 W. 56th St. (bet. 5th & 6th Aves.) New York, NY 10019
TEL. 212-956-4438 / www.japan-c.com

September 18

Annual Sake Tasting Event in Manhattan

JFC International, Inc

This annual event, open to restaurants and retail operators only, will feature newly arrived items, a sake serving demonstration, and a sake presentation from brewers. For registration go to www.jfc.com/sakeexpo/

Location: Loft Eleven (336 W. 37th St., 11th Fl. (East Room), New York, NY 10018)
TEL. 718-456-8805

Happenings

Lunch Special Starts! Signature dishes at discounted price

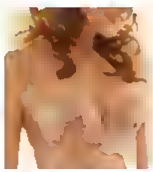
Ramen Setagaya

A ramen house in the heart of the East Village, Ramen Setagaya has just started serving their signature dishes at discounted prices during lunch time. They offer Shio Ramen (salt flavored broth) at $7.50 (reg. $9.50) and Shoyu Ramen (soy sauce flavored broth) at $8.50 (reg. $10.50). Try ramen which is extremely popular among Japanese people with this opportunity.

Location: 141 1st Ave. (bet. St. Marks Pl. & 9th St.), New York, NY 10003
TEL. 212-529-2740 / www.setaga-ya.com

Summer Clearance Sale

Ripplu



The custom fitting lingerie boutique, Ripplu New York, holds a summer clearance sale from July 26th to August 17th. They offer the popular line Bradelis at up to 30% off and other top brands' lines at up to 70% off. Another chance for Chopsticks New York readers to save, Bring the magazine and you'll get $5 discount when you spend more than $50. Other restrictions may apply.

Location: 66 Madison Ave. (bet. 27th & 28th Sts.), New York, NY 10016
TEL. 212-599-2223 / www.ripplu.com

Happy Hour at Japanese Everyday Food Restaurant

Washoku-Tei

Washoku-Tei in East Midtown serves true Japanese everyday food at fairly reasonable prices. This summer they add a more wallet friendly option- Happy Hour. Until 7pm on weekdays you can enjoy 1 drink(a choice from Budweiser, Budlight, Heineken, Sapporo Draft, Kirin Ichiban shibori, Wine and Sake) and 1 appetizer(a choice from Edamame, California Roll, Gyoza, and Harumaki) for only $4.50.

1007 2nd Ave. (bet. 53rd & 54th Sts.), New York, NY 10022
TEL. 212-223-8303

Brazilian Keratin Treatment and Japanese Straightening at Discount Rate for Chopsticks NY readers

i-Salon

In August, i-Salon will offer Brazilian Keratin Treatment(reg. $200 and up)at 15% off exclusively for Chopsticks New York readers. Use this opportunity to nourish your hair damaged from the strong summer sunlight. They will also introduce Japanese Straightening by using Shiseido's Crystallizing Straight N1(reg. $300 and up) to the readers at 15% discount price. Bring the ad on page 13, and you'll get healthy, shiny hair.

Location: 150 E. 14th St. (at 3rd Ave.), New York, NY 10003
TEL. 212-505-0537 / www.isalon.biz

Enjoy acknowledged chef's 3-course Prefix dinner for $18

LAN

LAN restaurant in the East Village is now serving a 3-course Prefix dinner for $18 from 5:30pm to 7pm from a Sunday to Thursday. This is a rare chance to sample acknowledged chef Takanori Akiyama's superb dishes. The special offer ends on August 31st.

Location: 56 3rd Ave (bet. 10th & 11th Sts.), New York, NY 10003
TEL. 212-254-1959 / www.lan-nyc.com

Visit Japan Campaign Promotional Materials

Japan National Tourist Organization (JNTO)

For their Japan tounsm promotion "Visit Japan Campaign," JNTO New York office has free promotional materials such as posters and brochures available for Japan-related businesses in New York City, who would collaborate for Japan tounsm promotion.

TEL. 212-757-5640 / Visitjapan@jtonyc.org

Cosmetic Product Gift Campaign for Chopsticks NY Readers

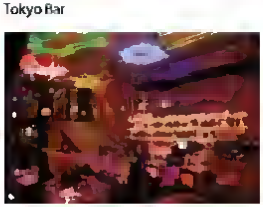
Cosme Proud

Cosme Proud has provided cosmetic products developed by advanced technology to get the best results. They offer a free gift and free samples campaign during August exclusively for Chopsticks New York readers. You'll get a free soap, Savon P-tan ($10), when you buy either Gold Revitalizer (1.8oz $90), Platinum Deep Treatment (30ml $100), or Gold Revitarich Emulsion (1.02oz $135). Also, you can request any or all of the samples of the above products. Mention Chopsticks New York when you redeem the gift. The products can be purchased on line.

Location: 2125 Center Ave., Suite 510, Fort Lee, NJ 07024
TEL. 201-947-0010 / www.cosmeproud.com

Quench your thirst with draft beer at Happy Hour

Tokyo Bar



Tokyo Bar in Tribeca serves youshoku (Japanese style Western dishes), and produces a real Japanese casual dining atmosphere. During August, they offer an Early Dinner Special Menu, which allows customers to enjoy entree & dessert with coffee or tea for $15 from 5pm to 7pm, Monday through Friday. Also from 5pm to 8pm, Monday through Friday they serve draft beer at $3 (reg. $6).

Location: 277 Church St. (bet. Franklin & White Sts.),

New York, NY 10013
TEL. 212-966 2787 / www.tokyobar-nyc.com

Karaoke World Championships U.S.A. Finals
Karaoke Top Tunes

Karaoke Top Tunes in Midtown East will host the Karaoke World Championships U.S.A. Finals. The championship is the largest and most prestigious international karaoke competition in the world. This year, they will award over $80,000 in prizes, including a trip to Finland to compete in the World Finals. On July 26th the 20 contestants will battle at Karaoke Top Tunes to win positions for the venue finals on August 2nd. Come and cheer the exciting singing battles. If you like to register as a contestant, go to the website or call the venue.
Location: 303 305 E. 53rd St. (bet. 1st & 2nd Aves.), New York, NY 10022
TEL. 212-758 3818 / www.karaoketoptunes.com

Summer Special Deals: Trial Green Tea Gift Set & Tea/Choco pairing
Tafu New York

Conventionally in Japan, July is the summer gift season, or what they call "ochugen." Tafu New York offers the perfect summer gift set at a special price, which allows you to save almost 40%. Trial Green Tea Gift Set comes with four popular varieties: First Lady (Gyokuro), Green Angel (Sencha), Golden Leaf (Houjicha), and Shiny Slim(Genmaicha). Not only perfect for a gift, but also this $40 set is a good trial for those who are new to premium Japanese tea. If you spend an extra $5 for Japanese Fundamental Textbook, you'll be able to appreciate Japanese tea more. Another special offer highlights quality tea, Misty Mountain. (See the article on page 17) You can pair matcha chocolate(1pc) and houjicha chocolate (1pc) with Misty Mountain for $8 (reg. $10).
Location: 569 Lexington Ave. (51st St. bet. Lexington & 3rd Aves.), New York, NY 10022
TEL. 212-980 1310 / www.tafuny.com

Pictures Battle x Show Biz Japan
JETRO

JETRO presents a short film contest "Pictures Battle x Show Biz Japan", which features excellent short films made by Japanese creators. The final event of the contest will be held at the Egyptian Theater in Los Angeles on November 8th, open to the public. The contest uses the open judge system where the audiences can vote for their favorite film. The objective of this event is to support talented Japanese creators and promote their films in North America. Kazuyuki Izutsu (Pacchigi! Love & Peace) will be the main judge in both the pre-selection process and the final selection. JETRO is currently accepting applications, the deadline is August 29th. To see more information, go to the following website: http://www.jetro.go.jp/events/others/20080515066-event
TEL. 213-489-7351

2008 Open Art Contest
NY Coo Gallery / IBERICA USA, INC. / ANA

NY Coo Galley in association with IBERICA USA, INC. presents the 2008 Open Art Contest. The official creative theme for this year's contest is "Health" and/or "Sunflower." The finalist will receive a $500 check and a pair of US-Japan roundtrip airline tickets from ANA. There is also NY Coo Award and 2 Special Awards to be given. All award-receiving artworks will be displayed in NY Coo Gallery's December 2008 exhibition. For more information go to the gallery website.
Location: 20 W. 22nd St., #1008, (bet. 5th & 6th Aves.) New York, NY 10010
TEL. 212-380-9149 / www.nycoo.com

The Best Deal on Negative Ion Showerhead Exclusive offer to Chopsticks NY readers
Salon Vijn

CERA showerhead emits ionized water effective for anti-aging and gentle deep cleansing. The water that comes out of CERA is the ultimate beauty item that revives what you have. Unlike other similar products, CERA does not require cartridge replacement. You can use it eternally. Salon Vijn offers one-week free rental of CERA as well as 10% off when purchasing it. The offer ends on August 31st.
Location: 10 Rockefeller Plaza Concourse (entrance at 35 W. 48th St.), New York, NY 10020
TEL. 212-664-0664 / www.salonvijn.com

New Gourmet Mochi Ice Cream will Hit the Stores in August
Maeda-En, USA

A popular product from Maeda-En, Gourmet Mochi Ice Cream has just undergone a major upgrade. The new version contains 40% more ice cream filling, and the mochi cake wrapping is also improved for a better texture. In addition to the popular matcha, red bean, strawberry, mango and vanilla flavors, new chocolate flavor will also be available in a brand new package. For purchase, visit local grocery stores near you.
TEL. 949-251-9601
www.maeda-en.com

Happenings Feature

Lecture and Demonstration on "Kaiseki Cooking with Miso"

Gohan Society / Marukome Co., Ltd. / French Culinary Institute (FCI)

Gohan Society presented the one and only event featuring Miso. Much like fine WINE & CHEESES, the flavor, color, texture and aroma of miso vary widely and are unique to the region where it's produced. Guest Chef Keiji Matsuoka, one of Japan's most celebrated "ryotei" chefs and an expert on kaiseki cuisine, demonstrated the process of making miso products using kaiseki techniques, how to create blend miso, how to make flavored miso, advanced uses of miso, etc. Over 100 participants who were mostly FCI students and professional chefs enjoyed the demonstration and tried to absorb the technique for applying the unique product into their own cuisine. This event was co-sponsored by Marukome Co., Ltd., a prominent leader of miso products in Japan for over 153 years.

House Foods

It Takes 2 To Tofu!

It does take 2 to Tofu! — our way. And this dance definately requires a partner. We don't mean the partners in the traditional dance, but a partner as in "Dancing with the Stars"—The TV Show.

Here are some basic steps that our Tofu partners need to know. Tofu, itself, is absolutely neutral. It doesn't reflect any taste or flavor. It, in fact, absorbs flavors and sauces easily and adapts to the taste and seasoning of any of its partners. Thus, partnering with HOUSE FOODS' Tofu, shows that our product will combine with different types of fresh vegetables to make delicious food even healthier.

Soft (Silken)

Medium Firm

Firm

Extra Firm

Tofu Mushroom Spread Makes: 2 cups

Ingredients.
1/2 package (3 1/2 oz)
House Organic Tofu Firm or
House Premium Tofu Firm
3 Tbsp butter or margarine
8 oz button mushrooms, sliced
2 cloves garlic, minced
¼ cup minced shallots
2 tsp mushroom soup concentrate or to taste (optional)
Pinch salt
¼ cup chopped toasted walnuts
Snipped chives

Directions:
1 Melt butter in a skillet over high heat until browned
2 Add mushrooms. Reduce heat and sauté 2 to 3 minutes.
3 Add garlic and shallots. Sauté 1 minute.
4. Stir mushroom soup concentrate and salt into pan juices. Remove from heat and let cool
5 Purée Tofu in a food processor. Add mushrooms, liquid and walnuts until finely chopped
6 Transfer mixture to a serving dish and refrigerate. Garnish with chives.

Serve With crackers.

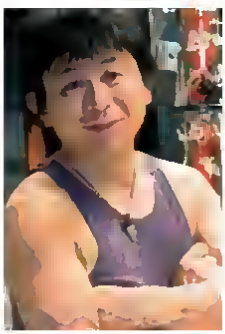
For more information, free recipes and the benefits of Tofu, visit our website **www.house-foods.com** or Call 1-800-TRY TOFU (879-8638)

House Foods America Corporation 7351 Orangewood Ave. Garden Grove CA 92841

ADVERTISEMENT

FRESH SEAFOOD FOR UNIQUE HOMEMADE TAPAS

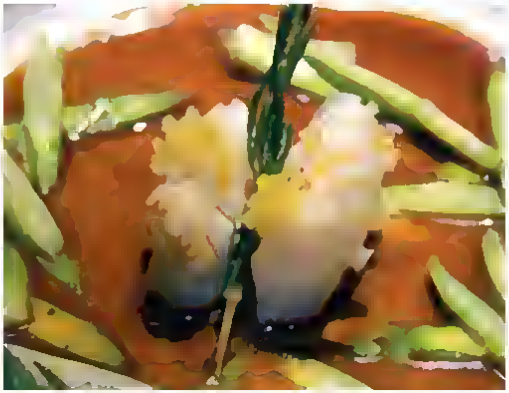
Seafood is such an important element of Japanese cuisine and the seafood quality stands out even more in home-style cooking. On a laid-back street corner of the hip Williamsburg neighborhood, a cozy Japanese restaurant run by a Japanese gourmand is looking for high-quality ingredients for their unique and delicate home style menus.



Mr. Suzuki's easy going smile is Bozu's cozy hospitality

Mr. Makoto *Suzuki*, the owner chef of **Bozu Restaurant** in the heart of Williamsburg, wants nothing but high quality food ingredients. His inspiration sparks with the superior level of Azuma Foods' products, and he consequently presents exclusive summer dishes that appears nowhere in the menu. Mr. *Suzuki*, a lifetime cooking lover who became a chef four years ago, has endless ideas of delicate but very unique sauces and garnishes for his Japanese tapas dishes. With Azuma Foods seafood products, his homemade sauces create great luxury along with the superior seafood freshness. While he implicitly shows off his homemade green and red sauces, Mr. *Suzuki* explains how Azuma Foods' efficient product packages are a big help for his quick tapas cooking and the fresh flavor is well preserved. "The sole fin is absolutely different from the rest of the sole, and it is so difficult to separate."

He also enforces his strong policy of his dishes. The uniqueness. His roll doesn't contain any rice but minced fresh seafood from Azuma Foods, mixed with minced fresh vegetables. After steaming the rolls, he tops them with Azuma Foods' ginger-pickled wakame kelp to make his rolls even more special. Because of the perfect freshness, Azuma Foods' products only add natural flavor to Mr. *Suzuki*'s cooking, articulating his creativity of the tapas menus.



Azuma Foods' Chilean Loco (Abalone) proves the high quality with its perfect firmness and shiny color, which goes well with Azuma's yuzu (Japanese citrus) tobikko

He doesn't hesitate to take time and labor to make his special sauces and if you taste his sauce, you would see that it is worthwhile. For the seafood he serves with his sauces, he gives as much attention to including the color, flavor and texture. All of these are the highest quality only when accompanied by superior freshness, and Azuma Foods meets his expectation for his tapas dishes. Mr. *Suzuki*'s tapas are small portions, and so is the amount of each garnish and ingredient, which is why he requires top quality for everything on the dish, and Azuma Foods' seafood quality meets his requirements. In the unique Japanese tapas bar, the high quality small dishes of seafood and homemade infusion drinks are indescribable urban culture luxuries.

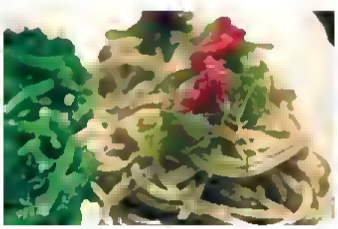
Bozu Restaurant is located at 296 Grand Street, Brooklyn. Phone: 718-384-7770

AF

Expand your cooking and presentation horizon!
To learn more about Azuma, visit their informative website **azumafoods.com**, or call their friendly sales representatives in the Northeast office at **(201) 372-1112**

Azuma Foods International Inc., USA
20 Murray Hill Parkway Suite 130 East Rutherford, NJ 07073

Mr. *Suzuki*'s steamed roll has minced vegetables and Azuma Foods' scallion and minced salmon inside, wrapped with thin sliced horse radish



Azuma Foods' wasabi *wakame* kelp creates an amazing duet with *soba*, the buckwheat noodles and along with Mr. *Suzuki*'s homemade dressing and soba sauce

Mr. *Suzuki* appreciates the efficiency of Azuma Foods' Flounder fin because "the fin is difficult to separate from the other part of sole."

Experience the very best in Japanese pop culture – with Anime, Mange, Cosplay, J-pop, e Maid Café and more! All in the heart of New York City!

Buy tickets at
www.nyanimefestival.com/chopsticks

SEPTEMBER 26th - - - 28th

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From the Creators of New York Comic Con!

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